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Electrical Merchandising



Can Sidelines Help Your Profits?... a 12-page Special Report

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1958

**... carry-over year
in air conditioners**

*For profitable sales of '58 conditioners
you need a strong line
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**Coolerator has no
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That's right. COOLERATOR has gone all out to give you a new and even greater, more profitable, 1958 line. It has feature after feature. One new feature in particular leads the industry in answering consumer demand to assure you easy, profitable sales regardless of conditions in your area.

You owe it to your pocketbook to get the feature-line story about Coolerator and the PROTECTED Coolerator FRANCHISE!

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Finest in Home Comfort Appliances

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McGraw-Edison Company,

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Electrical Merchandising

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December, 1957

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PHILADELPHIA

SAN FRANCISCO

IF

YOU ARE A WESTINGHOUSE DEALER

...you have money-in-the-bank
reasons to remember 1957!



First it was the Bing Bong Selling Spreet! More sales than ever before of Westinghouse Refrigerators, Laundromat® Automatic Washers, Dryers, Ranges, Freezers, Dishwashers, Water Heaters, Disposers!

NO WONDER TOP APPLIANCE DEALERS ARE M



Then came The Shape of Tomorrow... the head-turning, sales-making news for 1958! It's a look... it's an idea... it's a trend... it's the Westinghouse Shape of Tomorrow. And there isn't a dealer who hasn't felt its impact for it has triggered applause, whistles, carload orders coast to coast.

But just wait... you haven't seen anything yet! We guarantee you'll never forget the pace-setting promotions, merchandising and products to be uncorked during 1958. Just one year from now, your Westinghouse franchise will be even more valuable than it is today... your business will be more secure... your financing will be more sound. And it's only the beginning...

To get in on the excitement... the prestige... the profits... call the Westinghouse Distributor in your area.

YOU CAN BE SURE... IF IT'S Westinghouse

Westinghouse Electric Corporation, Major Appliance Division, Mansfield, Ohio

During January Furniture Mart... Be sure to visit the newly enlarged and redecorated Westinghouse display at 11-122, Merchandise Mart, Chicago!

MOVING TO AND WITH WESTINGHOUSE

ELECTRICAL MERCHANDISING—DECEMBER, 1957





“...a sound, sensible
and constructive
course”

J. C. Sharp
President
Hotpoint Co.

Hotpoint trends

For over 50 years Hotpoint—pioneer of the all-electric kitchen and laundry—has been an accepted leader in the Appliance business and Dealers who have been associated with us have grown and prospered.

To retain this leadership in the competitive times ahead, we realize we must pursue a sound, sensible and constructive course that will be mutually profitable to Hotpoint and all its Dealers.

We accept this challenge and we'll tell you each month, in this space, how we plan to work with you toward a more stable and more profitable business.

To start, here's what Hotpoint stands for:

1. A full line of high quality, competitively priced products.
2. Reasonable Dealer profits and a realistic price protection policy.
3. Sound financing through the resources of the General Electric Credit Corporation and other leading financial institutions.

4. Complete product service facilities geared to meet service problems promptly and efficiently.
5. Aggressive national advertising with effective sales, advertising, promotion and sales training programs to back the Dealer's local merchandising activities.
6. A selective franchising program that means present and future opportunity for an honorable and mutually profitable business relationship between Dealer, Distributor and Hotpoint.

We don't claim to have all the answers but we do promise to prove our good intentions with pricing, programs and policies that are established with the Dealer's future in mind.

To be a leader, you must have faith in the future. Hotpoint's faith in the future of the electric appliance and television business is already demonstrated by the fact that construction is under way on the first phase of a tremendous expansion program on the new 770 acre industrial site in Chicago.

We'll tell you more about our plans next month.



LOOK FOR THAT **Hotpoint** DIFFERENCE!

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers • Customline • Dishwashers • Disposalls • Water Heaters • Food Freezers
• Air Conditioners • Television • HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

QUICK-CHECK OF BUSINESS

trends

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	182	154	191	10.8% down
RETAIL SALES total (\$ billions)	16.9	17.0	15.9	5.8% up
DEPARTMENT STORE SALES index (1947-1949=100)	121	128	122	2.2% up
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ millions)	364	360	368	0.2% more
FAILURES of appliance-radio-TV dealers	34	35	37	36.1% more
HOUSING STARTS (thousands)	95.0	90.0	93.6	9.9% down
AUTO OUTPUT (thousands)	327.4	284.3	389.1	8.2% up
DISPOSABLE INCOME annual rate (\$ billions)	302.9*	299.9*	288.8*	5.2% up
LIVING COSTS index (1947-1949=100)	121.1	121.0	117.1	3.5% up
CONSUMER SAVINGS annual rate (\$ billions)	19.3*	21.0*	20.3*	2.2% up
UNEMPLOYMENT (thousands)	2,508*	2,552*	•	•

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) *New Series - No Comparison Available

Business is much better than it sounds.

In recent weeks you've undoubtedly heard a lot of gloom and doom talk. There has been good basis for some of this. The Federal Reserve's action last month in lowering the discount rate was confirmation that business activity was not all that it could be. In October, the Board's index of industrial production dropped to 142, the lowest level since the 1956 steel strike. A number of other statistical indicators, including several in the Quick-Check chart on this page, seem to tell an equally unhappy story.

Even so, business really is much better than you might think.

For one thing, businessmen share the universal tendency to regard good news as very good and bad news as very bad. That's why some of the gloom and doom talk has been badly overdone. It's been so badly overdone, as a matter of fact, that many people are tempted to overlook good news.

For instance, you probably haven't heard much but bad news about appliances in recent weeks. Yet the initial forecasts for 1958 which are beginning to appear are far from pessimistic. We've rounded up a number of these predictions. Most seem to agree with G-E's C. W. Theelen who says the major appliance business "is a healthy industry in a healthy economy." The outlook for 1958 in his opinion: "There is no barrier we can see now to increases in total unit sales and I personally look for such an increase."

Basically, that's the same happy story you get from other manufacturers. Gibson reports "record-breaking" advance orders at its recent distributor convention. Frigidaire says "conditions seem to be developing favorably for 1958." Hotpoint has released a new 10-year forecast and, without exception, 1958 totals in every appliance category are up over 1957 levels. Another full line firm says it is "guardedly optimistic—definitely not pessimistic" about prospects for the year ahead.

Are these people whistling in the dark?

Undoubtedly, optimistic forecasts like these are designed partially to bolster the industry's confidence. But even discounting the forecasts for this reason, you still emerge with an encouraging picture of what's ahead. And some economic road-signs seem to support predictions for good business next year.

For one thing, consumers have more money to spend. The chart above shows disposable income is running at a rate well above last year's.

And although retail sales have been slipping in recent weeks, they are still ahead of 1956.

Even some of the pessimistic figures in the chart may conceal better things ahead. Consider housing. The chart shows starts this year to be down about 10 percent. But as the news story on page 77 of this issue indicates, most economists expect housing to stage a mild recovery next year, with starts edging over the

(Continued on page 6)

attention appliance dealers:

Here's an extra boost for Cold Weather Sales

...sell the
profitable

WEST BEND

electric
12 hour

Vapor-All

with automatic shut-off



Check
these features
that sell for you

- Automatic shut-off prevents overheating.
- Heating unit never in direct contact with water—prevents corrosion.
- 1 gallon capacity—up to 12 hours use.
- Duralax heater—heats quickly, needs no salt.
- Flexible tubing permits directional spray.



relieves coughs . . . restores humidity

Be profit wise! Don't overlook the big electric vaporizer sales boom in the winter months ahead. West Bend's new Vapor-All is a natural for appliance dealers. There's big profits in *two* big markets—home use and as a humidifier in heated offices. The demand is there for this profitable appliance — with a minimum of sales effort. And, only Vapor-All has so many important service-free features! Heating unit is never in direct contact with water — prevents corrosion. Automatic shut-off prevents overheating and assures long heater life. Made of non-rusting aluminum and copper. Unit comes equipped with 1 gallon bottle and 2 medicine cups. Retail \$19.95.

WEST BEND

WEST BEND ALUMINUM CO.
DEPT. 18c, WEST BEND, WISCONSIN

trends

(continued)

million figure. That would be a recovery of between four and eight percent.

All of these factors, of course, are tangible developments which can be charted statistically. Unfortunately, what may very well turn out to be the key element in next year's picture is considerably harder to estimate. That element is the consumer's attitude.

The Survey Research Center at the University of Michigan is engaged in a continuing effort to measure consumer attitudes. Last July the Center found that consumer optimism, although still predominant, had begun to weaken. Even so, consumers weren't pessimistic and weren't planning to retrench on expenditures. What has happened since that time is anybody's guess. A new survey will be released in a matter of weeks.

To some extent the consumer is sensitive to the attitude of the business community. In recent months business has been airing its fears rather openly. How much this will affect the consumer is a big question. Fortunately, the initial reaction to the Federal Reserve's discount cut has been immediate and positive. This, coupled with talk of increased governmental spending, may offset the pessimistic talk in the consumer's mind.

All this suggests that the businessman—including the retailer—often contributes to his own troubles. Right now the pessimistic talk stands to hurt him in two ways. It damages consumer morale (along with his own). And it tends to discourage him from taking any positive action to counteract what he hears. Yet ELECTRICAL MERCHANDISING's editors in their regional reports this month (beginning on page 9) find that in many cases creative selling effort and hard-hitting promotional campaigns are paying off even in today's market.

You can't overlook an inventory of 750,000 air conditioners but you can over-estimate its impact.

The 1957 room air conditioner market was a disappointing one and the size of the inventory is as good an indication as any of just how badly sales faltered.

Yet the inventory at this moment is not as threatening as it may seem. As a matter of fact, the industry will go into 1958 with about the same number of units on hand as it entered the 1957 season. Last year heavy fall production built up carry-over stocks to somewhere near the 750,000 level. There's been relatively little production this fall, of course. So in terms of units the industry is no worse off now than it was last year.

That's only half the story, of course. Carry-over inventory is not profitable inventory at this stage of the game. It means cutbacks in output of new merchandise. It means something of a damper on new product development (although competition to have portables and low-amperage units will make some new models inevitable). And it probably means some early-season dumping.

The boom in electric bed coverings shows no signs of slackening.

Sales, which climbed past the two million mark last year, may go beyond 2.3 million this year. At this moment some manufacturers are sold out.

What's even more encouraging, nobody sees any sign of any easing up in the foreseeable future. For next year most everyone agrees on another ten to fifteen percent increase.

End

MORE

of

MOORE

for

HOOVER

Garry's your star salesman
again, every Wednesday A.M.



NEW HOOVER CONVERTIBLE
—the 2-in-1 cleaner with the
Automatic Shift!



NEW HOOVER CONSTELLATION
—the cleaner that walks on air!

YOU KNOW how Garry Moore sold Hoover Cleaners for dealers from coast to coast earlier this year. You know what a terrific demonstrator he is. Now he's back, on more than 100 CBS-TV stations, selling Hoover as only Garry can.

At 10:15 A.M. (E.S.T.) every Wednesday, he's talking to 4,000,000 housewives and sending them out for Hoover Cleaners. Be sure to get your share of this business. Make every Wednesday "Hoover Day" and take full advantage of Garry's selling power.

HOOVER FINE APPLIANCES... *around the house, around the world*



SATELLITE Model 500
\$9.95

BRIGHTEN UP YOUR TV SET WITH A NEW ANTENNA

a new star

Enjoy a clearer picture tonight

for the most profitable square foot in your store

- Meet the *Satellite*—the newest, brightest star among Radion's profit makers.
- Hitch your sales wagon to it. It's unique. It's well built. It's built to sell on sight.
- Give it center billing on your Radion Display . . the one square foot that can give you tremendous profit.

- The display costs you nothing.
 - Give your distributor five minutes to talk Radion Profit-Pak to you . . about FREE pocket-size sales helps for your salesmen, about FREE giveaways for your customers.
- Ask your Distributor about the *Satellite* today!

THE RADION CORPORATION



Dept. E, 1130 W. Wisconsin Ave., Chicago 14

In Canada: Atlas Radio Corporation Ltd., Toronto
Export Sales Div.: Scheel International, Inc., Chicago 45

Cable HARSHEEL

trends

REGION BY REGION

THE EAST

By John A. Richards



Holiday surge keyed to promotions . . . Gifts join laundry and hi-fi as best sellers . . . TV "sticky" . . . Blind items continue profitable

SPECIALS, strength in blind areas, and plenty of selling oomph—those were the ingredients eastern dealers were mixing with expert finesse going into their payoff Christmas season.

One New York City chain executive best summed up those business prospects for everybody. "Business is not as bad as people would have you believe," he insisted, "and still it's not as good as you'd like it."

Obviously, dealers who knew how to buy and move aggressively in toughened price markets were doing business. A dealer in Patchogue, Long Island found November business "very good, despite slack days now and again." In Madison, N. J., one retailer doubled his last year figures and was even exulting "wonderful." Down in South Jersey, in Red Bank and Toms River, in Lakewood, and across to Hightstown and Trenton, business had passed through a late October lull but was bouncing back in November. A better feel for the holiday market blossomed in other parts of the East, too, largely due to the release of funds from Christmas clubs. In Philadelphia and suburbs, and out into that city's hinterland, in West Chester, Norristown, and Levittown, sales activity was forging a better November than the "spotty" October just passed.

Up in Allentown, Pa. the arrival of a big metropolitan discounter heralded price battles and a protracted hassle over Sunday selling, but also stirred established dealers to counter the new competition. And in the far reaches of the East, in Buffalo, Rochester, Watertown, and up in Boston and its environs, spotty sales were yielding to the steady volume pattern characteristic of the Thanksgiving-Christmas period. Along

upper Fairfield County, Conn. on down the coast to Washington, D. C. and Maryland the sales pickup was on. Even in unemployment-hit Long Island, dealers in Freeport, Hempstead, East Northport, Smithtown, Levittown, and Valley Stream found business at least "fair." Election and Veterans' Day promotions gave noticeable spurts to sales. And the approximate \$100,000 one big discounter spent on a bang-up opening on the Island snagged customers by the thousand.

In the main, laundry sales cornered most consumer white goods dollars. Washers were "going great guns" in such widely scattered points as Glenside, Pa., Buffalo and Albany, N. Y., Boston, Mass. and Paramus, N. J. One Suffolk, L. I. dealer reported 500 dryers sold already this year, "with sales still coming." Binghamton and Scranton had similar isolated favorable reports on dryers, and various dealers in Boston agreed with one of their number who found them "a boon to the white goods picture."

The dishwasher picture in New York was steadily improving under heavy promotion by utilities and distributors alike. Newark, Union, Perth Amboy and Red Bank dealers, as well as several in Washington, D. C., and in Maryland, also were finding this low saturation product among their "sleepers."

"Terrific" continued to be the word for hi-fi from all points of the regional compass. That held for a dealer with outlets in Bayonne and Paramus, N. J., several multi-store chains in New York and New Jersey, for Boston, Bridgeport, and Poughkeepsie retailers.

Television was bobbing back after an inexplicable letdown. Reports of "slack" TV business came from the Niagara frontier, from Boston, the suburban Philadelphia area, and from Washington. However, from these same areas, dealers who had started TV and radio promotions early were talking about electronics product business that was "surging back" at the start of the holiday season.

Meanwhile, an uptown Manhattan dealer found his November business, including TV, "started off with a bang," while both downtown Manhattan and Brooklyn volume dealers reported good TV business "with the profit return steadily shrinking." In several big New York chains, TV business was discounted because it ran mostly to portables "where the unit sales are high but the profits low."

From Queens and Brooklyn discounters to volume dealers in Buffalo and Boston, and from suburban quality houses in Philadelphia to big and little dealers in Washington, gift and sideline

holiday promotions were in full swing. Every retailer was out to capture Christmas business, to make up to 10 percent gains come true, or to whittle the year's lags closer to "breaking even." And they were tackling the job early.

Evidence from all over the east indicated that dealers geared to "specials" and "blind" items were reaping sales. "You live on your specials," said a New York chain executive. An uptown Manhattan dealer put it this way: "You've got to buy right and constantly go after the business."

THE MID-WEST

By Ken Warner



TV sales match last year and laundry continues strong, but dealers continue to worry about Christmas and catalog competition

RIDING occasional windfalls as hard as possible, and easing off buying in non-moving lines, Midwest dealers are dividing their time between tending the hot spots and trying to stay even in such lines as refrigerators and ranges.

Hi-fi hasn't yet caught on strongly enough for true dealer happiness. "Disappointing" was one Minnesota dealer's word. Yet, in scattered places some dealers can sell it. One reports good movement on \$350 units in Sheboygan.

For those doing some promoting, TV is proving up to last year and then some—but not much, as one dealer says. And laundry is continuing strong, with some small town dealers moving combinations. However, in the words of a Minneapolis dealer, "Laundry is a hot demand item right now, but the margins are down to where there isn't any reward for volume. It's our lousiest profit-maker, on a percentage basis."

Christmas is coming, of course, and most dealers think that December will help pull up the year's performance into better shape. In Indiana, Minnesota and Wisconsin, the traffic appliance promotions are already off and dealers are looking for some business in majors to ride in with

(Continued on page 10)

trends

REGION BY REGION

the gift business.

A distributor executive in Indiana says just one out of four of his accounts are holding their own this fall. Of course, he points out, much of his territory has an unemployment problem. Indiana dealers report that "old faithful" promotions aren't paying off in the late fall. One such "carload" sale—"always" good at intervals—fell flat last month, producing just one interested customer. According to this dealer, even "key-city" stuff in neighboring big towns is not paying out, despite heavy promotion with factory money.

Chicago dealers are coming out of a slump in time, they hope, for Christmas. Those with catalogs of their own have them in customers' hands, and are experiencing increased traffic. Laundry equipment held on through the fall, except when "nothing was moving," and hi-fi continues to be a profit maker.

In Minnesota, they've got real problems. Catalog competition is what they call it, and reactions are varied, but all bad. It seems that a catalog house in Minneapolis, Wide World, Inc., by name, is able to offer RCA-Whirlpool merchandise to purchase-order buyers at what one small-town dealer says is the one-lot dealer cost. They also offer 20 percent off on G-E traffics. Another catalog house, Supreme Sales, is reputed to offer "pretty good" deals on G-E and Philco merchandise. This, by itself, is demoralizing in the small towns.

In Minneapolis, however, a department store evidently got angry over the situation and started meeting the catalog price in the newspapers. Though they met the price on just one model, a \$239.95 set at \$195, such treatment of current-year merchandise has never been seen in the open in Minnesota. The result as far as the independents in Minneapolis are concerned leaves just two options: reduced activity in the dis-

counted line, or cutting it out altogether, which at least one reasonably large dealer has done. Several have taken on new franchises in recent weeks.

Power companies provide pretty solid statistics on dealer sales in some areas, though they're generally a month or two behind. However, they're still a fairly solid rock to hang on to, and there's comfort in contemplating this one: Out in Kansas, the Kansas Power and Light Co. finds that electric ranges, water heaters and dryers have shown consistent slight gains all year, with September figures indicating the trend accelerating at the beginning of the fall season.

Stars of KPL's sales figure round-up are water heaters, which show a 21 percent gain in September, 1957, over September, 1956. Dryers are next with a 14 percent gain, and ranges run third at 10 percent up. Refrigerators stayed even for the month; freezers and automatic washers were down five percent and TV was down 13 percent.

THE SOUTH EAST

By William C. McGuire



TV and laundry compensate for poor refrigerator volume . . . Promotions help alleviate declines caused by layoffs and rain in Alabama

REFRIGERATOR sales in most of the Southeast showed surprisingly sorry advantage during October and early November. Dealers and/or distributors in Birmingham, Charlotte, New Orleans and Miami placed refrigeration in their "worst mover" categories without hesitation. Oddly enough, in each of these cases television assumed the hero's role, getting the nod as best seller over the same period.

Most of the TV sales were being chalked up at the bottom and in the middle, though a Birmingham distributor named Admiral's CH21F52 21-inch, four-speaker mahogany console listing at \$349.95 as his best-selling model. In Miami, one distributor still reflects fondly on a recent six weeks in which he got all the TV closeouts he asked for, at 20 to 30 percent off, and rolled them merrily along to his dealers at a similar break. This minor killing helped give him an October that was 18 percent better than the comparable month of 1956. Now, dealer acceptance of his '58 television line is good, and its price props remain sturdy.

The southern TV picture was not without snow, however. In Atlanta, a retailer has de-emphasized TV in favor of kitchens, and individual majors requiring plumbing and wiring

(he has sold 150 multiple-installation type dishwashers this year, at list because he installs them). Among other economy moves, he has cut out his TV shop which, he figures, was costing him \$100 a week in dead-beat bills, in-warranty jobs and "buddy buddy" calls.

A Nashville dealer reported his only television action on the second-set front of used merchandise and portables.

Washers were selling fast for plenty of Dixie dealers and distributors, and, percentagewise, dryers are doing even better here and there. A New Orleans dealer is selling 50 percent more dryers than he moved in '56, while Maytag's readily promotable Halo of Heat model has jumped its Atlanta distributor's volume "more than 300 percent." In a recent 90-day period, the dryers moved by a distributor in Knoxville matched his automatic washers and refrigerators unit for unit (Score: 950 for the year in a 0.33 percent market area at 18 percent over his cost).

Elsewhere, freezers and ranges were having their ups and downs. Freezers were tabbed as "worst sellers" for October by a Birmingham dealer, while a Tennessee distributor has unloaded more of them this year than in 1955 and '56 lumped together. Ranges were tossed roses from Charlotte, fish from Tampa. A distributor in the North Carolina city singled out a low-end 36-inch range special as his top product (dealer cost, "in \$125 class," distributor-suggested list, \$219.95; going price, about \$189). But from Tampa comes word of very little movement in one admittedly overpriced range line. Generally, ranges checked in during the month as "slow" to "soft."

Slightly off-beat is a Tampa dealer's best deal—a fuel-oil-operated, electrically igniting floor furnace, which he sells installed for between \$500 and \$600. Direct buying gives him a gross of 40 percent of list (\$440), and it's all his—no discounting.

While a gathering momentum of volume points to a good Christmas season in most of the Southeast, the fingers of many Alabama dealers are securely crossed. Major layoffs have hit some of Birmingham's pipe factories and steel mills. Rain falling too hard and too often has beaten millions of cotton bolls into the dirt in the northern part of the state, rotted acres of peanuts in the south central section. In the face of all this, retailers are buying gingerly. Enforced Thanksgiving and Christmas vacations for textile workers in North Carolina reflect another industrial lag.

As a stimulant, one Birmingham dealer is spurring his salesmen with the hallowed but no less effective deck of cards incentive. He assigns values of \$5 to aces, \$3 to face cards, and 50 cents to the rest of a standard 52-card deck, and establishes bonuses of \$15, \$10 and \$5 for the three top poker hands. With each sale, the man who makes it draws a card, which is pasted below his name on a master board. When all the pasteboards have been used, a dinner meeting is held and awards are made. The retailer likes it because it lets him figure down to the last buck precisely how much he'll pay to get 52 unit sales. And the sales force likes the gambling aspect (a salesman who moves five units can best one who sells 15).

(Continued on page 13)



"IN THIS STORE WE DON'T USE THE EXPRESSION 'EUREKA' BLAISDELL."

Who SAYS we're not interested in partnership insurance?



"Of course we are!
We know the futures of our
families may well depend
upon it."

The death of a partner means far more than the loss of a close friend. By law, it means the complete dissolution of the partnership organization which brings business activity to a complete standstill.

This can mean financial chaos to the business and extreme hardship to the families involved.

BUT . . . an Aetna Business Life Insurance Plan can prevent this . . . can provide in advance for a smooth and orderly transfer of the business.

AETNA BUSINESS LIFE INSURANCE PLANS ARE SPECIALLY DESIGNED . . .

- To protect PARTNERSHIPS against liquidation or reorganization.
- To protect SOLE PROPRIETORSHIPS for heirs or selected employees.
- To protect CLOSE CORPORATIONS from forced reorganization.
- To cover the loss of a KEY MAN in any organization.

Add Life to your Business with Aetna Business Life Insurance

AETNA LIFE INSURANCE COMPANY

Affiliates:

AETNA CASUALTY AND SURETY COMPANY
STANDARD FIRE INSURANCE COMPANY
Hartford, Conn.



Aetna Life Insurance Company
Hartford 15, Connecticut

Gentlemen:

Please send me a copy of your new booklet "Will This Man Take Your Business With Him When He Dies?"

Name _____

Address _____

NEW HUSTLE FOR '58 . . . CHEVROLET LIGHT- AND MEDIUM-DUTY HAULERS



More horsepower . . . more staying power in V8's and 6's!

New Chevrolet light-duty Apache and medium-duty Viking models bring you V8's and 6's that deliver more horsepower, more economical and dependable hauling for the toughest jobs you've got!

There's new standard power in every light-duty model . . . a more powerful (145 h.p.!) edition of the engine most famous for economy and dependability, the rugged Thriftmaster 6. And the optional (extra-cost) Trademaster V8 is *all new*, the most highly powered light-duty truck engine in Chevrolet history!

It's ready to go to work with 160 h.p., 283 cubic inches of displacement, short-stroke efficiency and weight-saving compactness!

Chevy for '58 is here with new medium-duty power, too! Standard in Series 50 L.C.F. models is a new version of the Heavy-Duty Taskmaster V8, with 160 h.p. for fleet hauling and new durability features such as Stellite-faced exhaust valves and induction-hardened exhaust valve seats. And standard in Series 60 models is the time-proved Jobmaster 6 with more power than ever—150 h.p.—and a host of new features that mean more economy and dependability on jobs that work a truck hard. See your Chevrolet dealer and *save* with Chevy's new brand of hustle! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Latest editions of the "Big Wheel" in trucks

NEW CHEVROLET TASK-FORCE 58 TRUCKS



trends

REGION BY REGION

THE SOUTH WEST

By Fred A. Greene



Dealers bank on hi-fi sales for a Merry Christmas . . . November sales slow . . . Credit grows tighter

IF appliance dealers' plans for Christmas merchandising are any indication, it's going to be a musical Christmas for all concerned.

It will take some doing, however, hi-fi or no hi-fi, to get dealers and distributors out of their doldrums. Business just has not been anywhere near normal. If volume's even close to 1956 figures, then profits are way down.

Hi-fi has provided one small shot in the arm, but instead of producing increases in profits, it has only helped dealers to stay fairly close to 1956 levels. With costs of operating up, this doesn't do 1957 records any good.

You get all sorts of reasons why business has been sluggish. In East Texas, you hear that the recent Lone Star Steel Co. strike is the big factor. In several rural areas, the weather is blamed and, oddly enough, it's too much rain! Even the flu epidemic plays a part, what with doctor bills instead of appliance bills to be paid. And last but not least, the recent sharp decline of the stock market is cited as a reason—people think we're heading into rough days.

All of these reasons may have a ring of truth to them. Certainly, it's difficult to take issue with men so closely connected with local conditions. The fact remains, however, that there's a slow but gradual realization that there are sales to be had—providing dealers and their salesmen work hard and sell creatively.

As an Oklahoma City distributor put it: "There is some business for the guy hunting it hard—every sale comes hard—but it does exist." A Beaumont dealer adds, "Have to be more alert than at any time in the last 20 years."

Creative selling has always been preached but of late only a few dealers have practiced it. We know one in Dallas and his monthly report on business is not nearly as bad as the vast majority

of dealer reports. In fact, this retailer is the only one who shows any optimism about the Christmas selling season.

For most dealers, November sales got off to a slow start, in most cases down from 1956. In a few instances, the declines were steep. It may be, as several retailers pointed out, that people decided to hold off buying until Christmas, thus the reason why there hasn't been the usual fall pickup.

Laundry equipment continues to lead in sales. A few dealers cited refrigerators and electric ranges as their big sellers.

Television picked up considerably for a goodly number of dealers. The sudden spurt in TV has resulted in added Christmas emphasis which may, along with hi-fi help create volume—if not profits.

Traffic appliances and radios are on a few dealer lists for heavy Christmas promotion. But with drug stores and jewelry stores plus a few isolated out-and-out discount houses now in the picture, it's going to be difficult going for appliance dealers.

In New Mexico, for example, where Fair Trade no longer exists, an Albuquerque dealer says "our small appliance business is shot. Everybody's cutting prices to see how low they can get. We are holding our prices and if we can't make a profit we pass up the sale."

Credit is growing tighter and several dealers report large outstanding payments, in a few cases with these payments slower than in a long time. There are more rejections, too, with dealers trying to avoid the time consuming bother of having to repossess. An Albuquerque dealer in one day had to turn down four sales because of poor credit risks. With the tightening of credit, dealer repossessions show a decline, in a few cases a "sizable drop."

Distributors also report sticky credit, with some usually prompt paying dealers now 30 to 60 days late.

Unbalanced inventories are a problem and one distributor plans to utilize the Christmas selling season to balance the situation. Just what this will mean to business next year remains to be seen.



"DON'T YOU THINK WE SHOULD MENTION THAT HE'S THE PRESIDENT OF THE WEST SIDE DEALER'S ASSOCIATION?"

THE GREAT LAKES

Sales continue to improve . . . Volume paced by laundry, hi-fi and TV . . . Dealers credit promotions with most gains

APPARENTLY business is starting to pick up in the Great Lakes area. Dealers report sales for October continued on an upward trend, improving slightly over the previous month. However, special fall sales and individual type promotions recently conducted by dealers and distributors can account for much of the increased volume. A number of dealers in this area are expressing optimism over the approaching Christmas season by beginning their holiday promotions with effective window displays before the traditional Thanksgiving date. Now that the market is leveling off, dealers feel confident that consumer buying of appliances will resume a normal pattern.

Top sellers presently are: first, laundry equipment; second, hi-fi sets and third, television, mostly the console model type. Even dealers using very little promotional emphasis are finding these items moving well.

A downtown Cincinnati dealer says October was about ten percent ahead of September and this upswing in business has continued well into November. He noted a great increase in laundry equipment and ranges. He said portable TV sets and radio sales have been very slow and disappointing.

October, a Cleveland dealer reported, was a very prosperous month for him in refrigeration, electric ranges and laundry equipment. "I believe the appliance business is reversing itself", he said, "normally we expect a pickup in refrigeration by early summer and an increase in television at the end of the day-light-savings period. Well this year it was vice versa. At the beginning of summer we did a tremendous volume on TV, both portables and consoles, and a lousy one on refrigeration. Came the end of day-light-savings, refrigerator sales boomed and TV sales tapered off. What is more confusing, ranges, a dead issue we thought, are edging their way out of the doldrums. Apparently everyone thought of buying a new range at the same time, because we sold more ranges during October and mid-November than we did the whole year".

A Cleveland distributor said that a large part of their refrigeration business is done during this time of the year, mainly because customers purchasing major appliances for Christmas gifts wish to make down payments ahead of time. This distributor notes that the wringer type washing machine is back in circulation and is starting to move from showroom floors. Because of its low price, he said, this appliance is being purchased by young married couples who are unable

(Continued on page 16)

NOW!

MATCHED TV FROM GENERAL

for that smart, efficient,

- Exclusive with General Electric tube dealers!
- Your prestige with customers will rise sharply.
- Same modern two-tone styling for all your equipment.
- Everything conveniently at hand for television repairs.
- Expertly organized to save your working time.
- Be first with the newest in home-service equipment!



SERVICE CASES ELECTRIC--

professional look



SERVICE TOOL CASE. 16" by 8" by 6 3/16". Weighs 5 1/2 lbs. without contents.

SPECIAL "160". Holds over 160 tubes. 17 7/8" by 8 3/8" by 11 7/16". 8 lbs. without contents.

SERVICE MASTER "240". Holds over 240 tubes. 22 1/8" by 9 9/16" by 12 3/4". 9 1/2 lbs. when empty.

These new matched service cases are a G-E "first". You can get them nowhere else. They are built just as strongly as their smart appearance indicates . . . with rugged construction, heavy-duty hardware, craftsmanship in every detail. And planned by service experts! You carry with you—compactly—everything you need for home service calls.

The cases are fully matched in design and in their attractive orange-and-gray colors. The

leatherette-type finish is scuff-resistant for plenty of hard wear. You will be proud to carry these handsome cases into the finest home. Their smart, up-to-the-minute appearance stands for the quality television service you offer.

Waiting for you . . . now . . . is your set of matched service cases. Your General Electric tube distributor will tell you how to obtain them. Phone him! *Distributor Sales, Electronic Components Division, General Electric Co., Owensboro, Ky.*

Progress Is Our Most Important Product

GENERAL  ELECTRIC

161-1A22

trends

REGION BY REGION

to afford an automatic washer, and by the so-called traditionalist who firmly believes that wringer-type machines do a better job of washing than an automatic.

A half-hour weekly TV show featuring the appearance of Cleveland high school bands, singing groups and drum majorettes and which is sponsored by a local distributor to promote Zenith TV and hi-fi equipment, Warm Morning incinerators and Ironite ironers, is drawing a fantastic volume of sales. Each school appearing on the show receives a \$400 Zenith TV set for its auditorium.

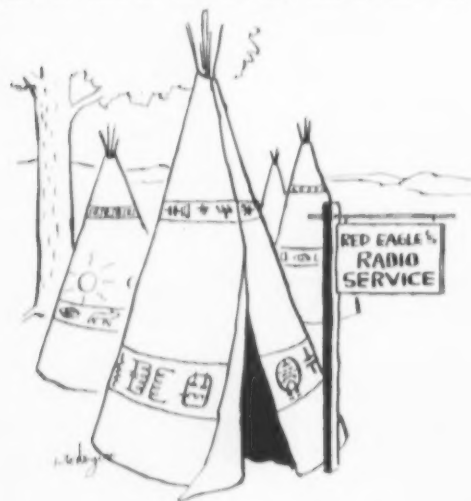
A six hour sale of appliances and furniture held recently proved to be very successful and very good profit-wise for the five Watkins appliance and furniture stores scattered throughout the greater Cleveland area. Said a spokesman for these stores, "appliances that went great guns were laundry equipment; hi-fi sets in the \$200 range; console TV models at \$229 to \$259; ranges in the \$200 bracket and the dual-temp refrigerators at \$350.

According to one of Pittsburgh's largest appliance dealers, business has been upped 30 to 40 percent over last year due to weekly promotion deals offered by this store. Their most recent promotion, which ran four consecutive weeks, involved a free dryer with the purchase of any electric range in the \$365 price bracket. The customer was able to take his choice from five well known brands. Within the three days, 150 ranges were sold.

Appliance sales have shown a surprising reversal in Detroit during the past month, and the optimism of most dealers seems to have vanished.

Discouraged by a definite drop in the sales barometer, most outlets feel the situation has been caused by increasing unemployment, and by extended credit restriction.

Crowley & Co., a store which reported a five percent increase last month, claims sales have



dropped 12 percent below normal, October 14 through November 14.

According to Crowley's, washers and dryers are the only items people continue to demand. Sales have maintained a level on these appliances, but have dropped noticeably on ranges, refrigerators, water heaters and others.

The J. L. Hudson Company's three stores report a six percent drop (inclusive), with sales at the downtown store off 32 percent in the past month.

At Hudson's also, automatic laundry equipment has enjoyed top sales. Freezers are "doing quite well," and the "big losses" have been recorded in range and refrigerator sales.

Small retail dealers appear to be facing the same difficulties. Happy Home appliances report sales down 20 percent from last month, and from the same period last year. Again, television and hi-fi equipment are moving normally, while ranges and refrigerators remain responsible for losses.

THE FAR WEST

By Howard J. Emerson



Color TV sells slowly but steadily at a rate as high as one for every nine b&w sets . . . Taped colorcasts may speed acceptance in '58

THEORETICALLY, dealers are right now in the peak season of TV sales—and with color sets and color programming further advanced than ever, how are they making out in sales and profits?

Consensus from the Far West's metropolitan centers indicates this—color TV is selling everywhere, but not at a pace that pleases most of the dealers. However, color TV is selling better than an observer would believe from hearing the causal talk of either dealers or the public.

The Los Angeles area has the highest saturation of color TV, numerically as well as percentage-wise, in the Far West. For one of the largest volume merchants in that market area, one color set was sold for every 50 black and white sets in September. But, in October, his color sales doubled, reaching 10 sets at a \$600 average tag and a 25 percent gross profit (he averages 17-18 percent gross on b&w set sales.) A high class music-TV-hi-fi dealer in wealthy Beverly Hills reports: "Color sets are selling but not nearly well enough. We manage to move one a week, but we should be selling three a week to make it profitable."

In Seattle, one of the largest department stores is moving 5-6 color sets a month without special promotion—a ratio of 1 to 10 with b&w sets.

But like many other dealers here at the tail end of the microwave, one states: "We have three color TV's on the floor, but we've sold only 20 in two years. It took five demonstrations to sell the one we've moved this fall. I don't think we or any of the other dealers here are ready yet to do anything with color."

Color TV sales are better for many dealers in the San Francisco-Oakland area this fall, reports show. But there are still many using color as a come-on for b&w. One neighborhood dealer puts it: "... we want everyone around here to know that we have color TV just like the big stores. They can see it here. They can buy it here. Usually they look, then say 'that's nice' and decide to wait. Then we sell them a black and white set—so in a sense, we are making money from color TV."

For a large appliance-TV-furniture store, color TV sales are up 50 percent this year over 1956, but the ratio is one color set to 40 b&w sets, says the manager. For a downtown music-TV dealer, color sales are up 80 percent this year, reaching one for every 25 black and white sets—his average price is \$600 with 30-33 percent gross. But, says the manager, "I don't like to sell color sets—people are too critical—to satisfy their egos they sit there and pick the color picture apart—the colors aren't true' . . ."

In San Diego, dealers report some increase in color TV set sales since fall programming came in, and particularly since the World Series. One suburban dealer reports selling one color set for every 20 black and white, with an average tag of \$795 and a better percentage gross than on b&w. One downtown dealer is selling one color set for every 10 black and white sales, with his average price at \$595. The manager points out that he is clearing an extra \$50 to \$150 on each color TV set sale compared to what he gets for black and white.

In Salt Lake City, the TV manager of a large department store says: "Color TV is selling very well compared with 1956 and we attribute this in part to the added network programming in color." He is selling one color set for every 10-12 black and white sets.

This Salt Lake City dealer is quoted here because he, alone of more than 20 Far West dealers interviewed, was happy with the programming. Last year the coming of the recorded TV color program was heralded by the industry here as the rainbow-hued dawn of a profitable era for everyone in TV—customers could view and dealers could demonstrate in the evening hours the programs produced three hours earlier for the New York market.

It just hasn't worked out, the dealers report. Sure, there's color, and there are more programs but—says a Los Angeles dealer: "The kinescoped color shows are like the black and white movies made in the early '30s."

The future? The first transcontinental taped and delayed colorcast was previewed by the press in Burbank on Nov. 4. Reported a San Francisco TV columnist, "... the brilliant hues of a 'live' color program." NBC's Sarnoff told the press that all NBC color shows for the Far West would use magnetic tape beginning with the start of daylight saving time in April 1958. So, as this column stated last year, "Next year's the year." The prophecy was just delayed.

(Continued on page 21)

There's nothing so powerful as an idea!



Ideas are BH&G's stock in trade. The practical, you-can-do-it sort of ideas that concern families who are eager for ways to live better. Maybe it's a wonderful dinner party menu with recipes clipped from BH&G's food pages. Or how to make room for a new Hi-Fi set. Or training Rover, the pup, to stay out of the road. Or planning a family vacation by car next summer. BH&G's readers really "live by the book" at home or away from home. And "the book" is...



Better Homes & Gardens, the family idea magazine.

The ideas in Better Homes & Gardens are the kind that set Mother and Dad and the kids to buying instead of just wishing. That's what makes BH&G unique among all other major media, and a wonderful place for advertisers to show their wares. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

$\frac{1}{3}$ of America reads **BH&G** the family idea magazine

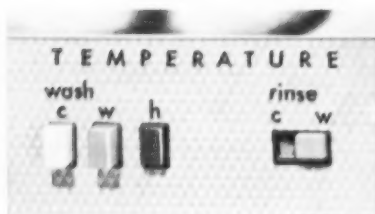
4,350,000 COPIES MONTHLY

**Automatic
Lint Filter!**



Yes! Kelvinator's "Filter Fountain" filters out fuzzy lint specks.

**Choice of Wash and
Rinse Temperatures!**



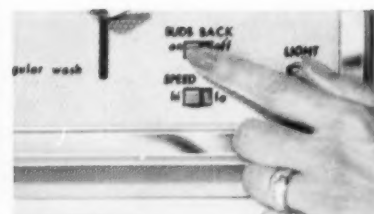
Yes! Wash in hot, warm or cold water. Rinse in warm or cold water.

**2 Wash and Spin
Speeds!**



Yes! Slow speed for delicate fabrics; regular speed for heavier fabrics.

**"Suds-Back" Suds
and Water Saver!**



Yes! Lets you save sudsy, filtered wash water to use again and again.

and—only new 1958 Kelvinator has the "Magic Minute"!

**60 seconds of automatic pre-scrubbing in double-rich suds
to cut grease and grime before the regular washing begins!**



**New Kelvinator
Super-Speed, Triple-Safe
dryer matches the new "Magic Minute"
washer. Your choice of colors. See them
both at your Kelvinator dealer's now.**

The "Magic Minute" ends scrubbing those badly soiled spots by hand. It automatically pre-scrubs clothes for 60 seconds with the full amount of detergent in only a small amount of water.

This double-rich sudsing cuts grease and grime, loosens ground-in dirt, so that everything washes out spotlessly clean in the regular washing cycle that follows. It's impossible in any other washer!

No More Lint!



To keep your clothes free of fuzzy lint specks, Kelvinator's brand-new "Filter Fountain" filters the wash water over and over again... while Kelvinator's "3-Way Agitation" washes clothes the cleanest clean you ever saw!

YOU GET THESE GREAT KELVINATOR FEATURES, TOO!

- No gears to get out of order
- Exclusive Three-Way Agitation
- Full 9 lb. load
- True Overflow Rinsing in clear water
- 2 separate automatic cycles, one for regular and one for light wash

**Save hot water, save suds, save electricity,
save clothes with**

Kelvinator

Division of American Motors Corp., Detroit 32, Mich.



American Motors Means
More for Americans



Live Better
Electrically



"This Is How Kelvinator Advertis the 'Magic Minute' in national magazines," points out Lawrence R. Watson, Owner of Watson's Appliances and TV Co., Saint Paul 5, Minn.

Ask Lawrence R. Watson, He'll Tell You:

"KELVINATOR'S 'MAGIC MINUTE' IS THE GREATEST DEMONSTRATION FEATURE IN THE LAUNDRY BUSINESS TODAY!"



"There's not an automatic washer feature in the business I'd trade for Kelvinator's 'Magic Minute' of pre-scrubbing," says Mr. Lawrence R. Watson from his background of 37 years in the appliance business. "It is one feature that is not only easy to demonstrate, but that really makes sales for you on the floor. Already Kelvinator washer sales from our current 'Magic Minute' promotion far exceed those of any other Kelvinator laundry promotion we've ever run."

Above, Gordon Watson, store manager, demonstrates the "Magic Minute". He is using the special Caresse rug, around which Kelvinator's "Magic Carpet Carnival" promotion is built. It comes out of the washer clean after only a five-minute cold water wash and rinse.

"This is a real convincer that converts prospects into customers," sums up Mr. Watson.



HELPING HAND FROM KELVINATOR District Manager, Stan Jackson, is big assist in placing display pieces and getting the Watson store ready for Kelvinator's "Magic Carpet Carnival" promotion.



WALL CHART SHOWS CUSTOMERS all the deluxe features Kelvinator offers . . . makes it easier for you to step up low-end shoppers into top-end buyers.



CUSTOMER INSPECTS DIRTY RUG before Mr. Watson puts it into the '58 Kelvinator washer. He says, "Kelvinator helps us put showmanship back into selling."

ONLY WHAT'S BEST FOR OUR DEALERS IS GOOD FOR **Kelvinator**

YOU'LL HAVE A FABULOUS

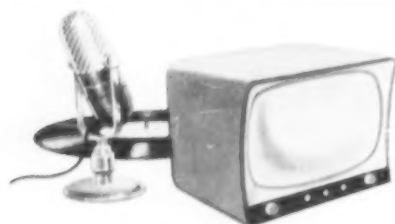
CHRISTMAS



PROVOCATIVE WINDOW BANNER



DIRECT MAIL CARDS
TO SEND TO CONSUMERS



RADIO & TV SPOTS



NEWSPAPER MATS



GIANT EASEL BACK CUT-OUT
FOR YOUR SHOWROOM
WINDOW OR FLOOR



SALE CLINCHING
HOLIDAY GIFT CARTONS

with this FABULOUS WASTE KING CHRISTMAS PROMOTION

A garbage disposer is one of the few moderately priced items you carry that make such a wonderful Christmas gift. And here is a promotion ready to go to work for you...to help you put more disposers under the tree and under the sink.

All in one package—these materials plus a list of ideas you can combine with your own merchandising experience to come up with displays in your store that will really start your customers talking—and buying! And it's easy—just

GET YOUR PROMOTION PACKAGE TODAY! CALL YOUR WASTE KING DISTRIBUTOR

NOW!

Fabulous sales opportunities all year with WASTE KING—the only complete line. A garbage disposer to fit every budget requirement:

Model 700



HUSH
Liquifying Action

Model SH 7000



SUPER HUSH
Liquifying Action and
the Magic Sound Barrier

Model Imp. I



IMPERIAL HUSH

IMPERIAL HUSH
Liquifying Action,
Magic Sound Barrier,
PLUS the capacity, durability and efficiency formerly available only with commercial disposers.



WASTE KING CORPORATION
3300 E. 50th Street
Los Angeles 58, California

Disposers • Dishwashers • Built-in Ranges • Incinerators

trends

REGION BY REGION

CANADA

By M. L. Schwartz

It's almost like Christmas . . . Easing of government home loans helps boost appliance sales

ANTICIPATED good business in major appliances and TV's during October and early November arrived as predicted. Some big dealers reported gains of 20% dollarwise in the past month over last year, though most smaller dealers claimed only 5% to 7% boosts.

"Our sales in October and November hit the jackpot," said one big Montreal dealer, adding that his best sellers were washers and dryers. A Toronto dealer claimed his sales were "excellent" and was impressed by the movement in majors, with "more cash deals than we've seen for months." Several dealers in eastern Canada emphasized a sharp rise in TV sales, mainly attributed to the visit to Ottawa of Queen Elizabeth. However, the sudden better interest in TV's is continuing, some dealers confirmed.

While big dealers were splashing big ads to step up sales, reports from several Eastern Canadian centres showed the smaller dealers were cutting down display ads to economize, using instead more "blind ads" in classified sections. Such classified ads have increased sharply this fall, and proving successful for most dealers.

Dealers report a spurt in major appliance sales due to the federal government's easing of housing loans. The spurt is not general and some regions show more effect than others. So far, at the latest official count, the government's plan to encourage low-cost housing for lower-income borrowers through a special \$150,000,000 fund has produced excellent results in Ontario, Quebec and the prairie provinces. But British Columbia and Atlantic provinces were not yet taking full advantage of loans. Loans approved and in process so far provide a potential of some \$80,000,000.

Officials in Ottawa say many local offices of the government agency, Central Mortgage and Housing Corporation, are being "swamped" with applications for such home-building loans, and of course, **this means more Canadians will be in the market for appliances in the months ahead.**

A hint of the type of customers in the market now for appliances under these new developments is given by a federal government source in Ottawa. The average income of borrowers building or buying National Housing Act homes in Canada in first-half of 1957 was \$5,745 but the special loans now being made are for Canadians earning below this income. Obviously, they're unable to handle so-called luxury lines. **End**

a couple of PUT-UP JOBS

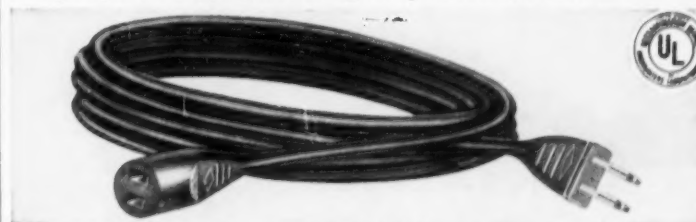
BY



Today the merchandising spotlight is on PACKAGING! Here are two important CORNISH improvements



CORNISH Portable Service Cords, in popular sizes, now packed four 250-ft. spools in individual containers, all in a compact carton that makes identification easier. Individual containers suitable for reshipping — eliminating expensive, time-consuming repacking. Speeds shipping, receiving, over-the-counter ACTION!



No more tightly hanked cord sets. Now wound and labeled to minimize tension and effect complete relaxation of the insulation. Uncoils without kinking. Free from ozone attack.

**Sold Only Through Accredited Jobbers
Have You Our Latest Catalog?**

"MADE BY ENGINEERS FOR ENGINEERS"

CORNISH WIRE COMPANY, INC.

50 Church Street Branches in 15 Leading Cities New York 7, N. Y.

Creators and Manufacturers of

CORDS AND CORD SETS FOR HOME, FARM AND INDUSTRY

1958 Hotpoint Automatic Washers are



Here are just three of the advanced features that put you years ahead of competition with Hotpoint Automatic Washers for 1958. There are many, many more Hotpoint quality and performance advantages that make the *Difference* * that helps you sell. Get the complete story from your Hotpoint Distributor and join the Big Switch to That Hotpoint Difference. It's Competition-Proof!

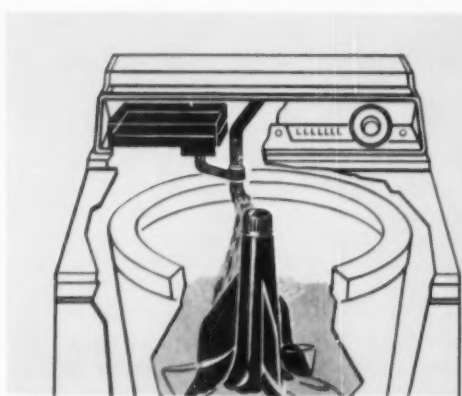
Hotpoint

Super Deluxe
Two-Cycle Pushbutton
Automatic Washer
MODEL LWW45
... with WONDERINSE



COMPETITION-PROOF

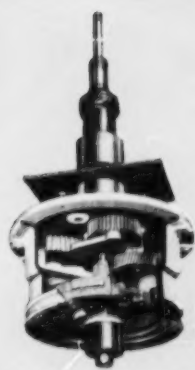
only with Hotpoint can you
offer all 3 of these big
SALES-CLINCHING FEATURES!



AUTOMATIC

injection of clothes conditioner

... injects liquid clothes conditioner into final rinse—*automatically*—for cleaner, softer, whiter washes!



FOOL-PROOF

coaxial transmission

... fewer working parts, less friction. Operates smoothly and quietly during all phases of washing and spin drying.



LIFETIME

porcelain, inside and out

... on all models! Protects against rust, stains and corrosion, cleans with wipe of a cloth. The finish the market prefers 2½ to 1!

LOOK FOR THAT Hotpoint DIFFERENCE!
(your customers do!)

Automatic Washers • Clothes Dryers • Combination Washer-Dryers • Electric Ranges • Refrigerators • Food Freezers • Air Conditioners • Customline • Dishwashers • Disposals • Water Heaters • Television
HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44

It will pay you to take a

fresh
LOOK

at

FASCO



You will find it pays in more ways than one to take another look at Fasco. You'll see a complete line of ventilating fans all with smart, "no-rust" aluminum grilles. You'll see ventilating fans that cut installation costs . . . the slimmest ventilating fan on the market . . . and a host of other features in this value-packed line designed and priced to reduce your costs.

So take a fresh look at all the fresh new Fasco features . . . they will convince you Fasco ventilating fans are your best buy today!

FASCO INDUSTRIES, INCORPORATED
126 Augusta Street • Rochester 2, New York

FILL IN COUPON BELOW:

There's a fresh look at

FASCO

Please send me full information on the Ventilators and new power Range Hoods

NAME _____

ADDRESS _____

CITY _____

STATE _____

EM-1257

ECONOMIC CURRENTS

Capital Spending Drop: What It Means to You?

By the McGraw-Hill Dept. of Economics

APLIANCE manufacturers are now planning to spend 9% less next year on new producing facilities than they did in 1957. Business as a whole now plans to reduce capital expenditures in 1958 by 7% compared with 1957.

This rate of spending would put over-all spending on new plants and equipment in 1958 at \$36.1 billion. And although it is down from the peak year of 1957, the 1958 total is 20% more than actual spending in 1955 and only slightly less than the total for 1956.

These are the results of the latest McGraw-Hill survey of Business' Plans for New Plants and Equipment. They indicate that appliance makers will not be spending as much as they have in recent years for new facilities.

OVER-CAPACITY. The main reason for the decline in spending is the sharp increase in capacity—while production has been levelling out. Thus appliance manufacturers are now able to produce all the items that consumers want and in some cases more than they want—as evidenced by the inventory pile-up earlier this year.

There is some evidence that capital expenditures may stabilize in 1959. Only 23% of the reporting manufacturing companies now plan a further reduction in spending in 1959. At this time last year, 32% planned to cut 1958 below 1957. And 20% of all manufacturers reporting indicated they expected to spend more in 1959 than in 1958.

MORE RESEARCH. One of the most significant findings of the survey is that most companies plan to maintain or increase their expenditures on research and development expenditures in 1958.

In manufacturing, 54% of the reporting companies will spend about as much on research in 1958 as in 1957. Only 5% plan to cut, and 41% plan to increase these expenditures. Two-thirds of the electrical equipment companies—which include many appliance makers—are increasing research, while only 2% are cutting back. This would put total spending for research well above the whopping \$7.3 billion planned for this year.

Upping research spending will mean a flood of new products to come in the years ahead. And it will also result in more capital spending. About one-third of the reporting companies plan to make substantial capital expenditures after 1959 as a result of their research programs. And this includes many of the larger companies who lend a heavy weight to the spending total.

IN THE LONG RUN. The net result will be beneficial to appliance dealers. Armed with more new products to fulfill consumers desires, they will be in a better position to meet competition for consumer spending on products in other areas.

But what does a decline in capital spending mean in the short run? Historically, a drop in capital spending has meant an even bigger drop in business activity for the economy as a whole. It has resulted in a downward spiral in business. But in the current situation there are other factors which will sustain the economy at a high level—although not at the record-making level of this year.

MORE COMPETITION. It will mean an increase in competition—a situation which is already acute for most appliance dealers. In addition, even greater efforts will be made by companies to cut their costs. With little likelihood that wages can be cut, companies will make every effort to install cost-cutting equipment—to save manhours.

BETTER PRODUCTS. Cost-cutting equipment, combined with the search for new products and processes, will increase product quality and lower labor costs. But they will also require new capital expenditures—and large capital expenditures where new processes are involved.

Thus the outlook for capital spending in the present economy is that in the short-term we will have a breathing spell. The pressure on those providing capital goods and funds will not be as strong as in 1957. But it will still be a period of active investment by any past standards.

And in the long-run, after a relatively brief time, the pressure for large-scale investment will start up again. The technical revolution which will be created by the huge increase in expenditures for research and development will ultimately increase the demand for new facilities and the demand for funds to purchase these goods. Thus, by the year 1960 investment in new plants and equipment will probably be up again, and heading for another record. *End*

THE LOUDSPEAKER

To the Editor:

I read the article, "As Utilities Boom, So Will Appliances", by Mr. John Decker in the October 1957 issue of *ELECTRICAL MERCHANDISING*. The future which Mr. Decker describes for the electric utility and the electric appliance industry is certainly fabulous.

There is only one thing that bothers me, and that is, "How will we achieve this result?" If our experience in 1957 is any indication of the future I am certain that we must do things a great deal differently in the next thirteen years if we are to enjoy this glorious 1970.

You are acquainted with the net profit situation of the electrical appliance manufacturers, distributors and dealers. The Federal Power Commission records will reveal to you the expenditure by electric utilities for sales promotional effort. The facts are that there is no indication today that the necessary sales promotional funds for market-building are or will be available to achieve McGraw-Hill's result.

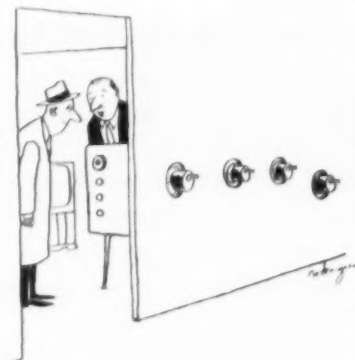
Within the postwar period thousands of men have risked their lives and fortunes hunting uranium in the west. They gambled their all, but the reward warranted the effort. Manufacturers, distributors and dealers selling electrical appliances see no comparable profit opportunity ahead of them.

We can only expand the sale of electrical appliances and residential kilowatthours through a major effort to build a greater market. Very

little market-building effort is currently being expended. An expanded market will provide greater demand and a better opportunity for a reasonable profit.

The time has arrived for someone to start a market-building crusade for the purpose of expanding the sale of electrical appliances. Certainly we all look forward to Mr. Decker's 1970, but if we enjoy the 1970 he predicts it will only be because we worked a great deal harder and a great deal more ingeniously in the next thirteen years than we have worked in the recent past. Perhaps you can be the "Great White Father" to lead us out of the wilderness. You have the experience, the intelligence and the ability.

Robert L. Coe
Resident Sales Mgr.,
UNION ELECTRIC CO.
St. Louis 1, Mo.



"NOTE TOO, HOW SNUGLY IT
FITS AGAINST THE WALL"

Make sure you have the New

**Slim Trim
LOOK**

of

FASCO



Here are fans with all the glamour and sparkle of today's square, slim modern look. Smart decorator colors of mocha brown . . . off-white high impact resistant plastic diffuser grille . . . gleaming gold instrument panel make the deluxe fan a sure sales winner. All other models are equally as modern with the slim trim look. Just seven Fasco models are all you need to give a complete selection to your customers. There's a fresh look all about Fasco—new line—new prices—new sales policies. Send in the coupon for beautiful color catalog and complete information.

FASCO INDUSTRIES, INCORPORATED
126 Augusta Street • Rochester 2, New York

FILL IN COUPON BELOW:

There's a fresh look at

FASCO

Please send me full information on the fresh new Fasco line of Fans

NAME _____

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CITY _____

STATE _____

EM-1257

AtlasFire PROMOTIONAL

NEW FOR 1958



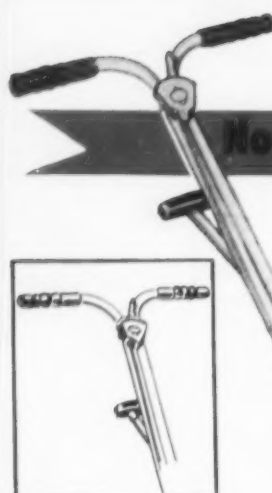
PROMOTIONAL BARBECUE BRAZIER

Atlas Fire's tremendous quality line of new barbecue braziers... three basic models to offer, with a host of accessories for in-store "tailoring". These braziers really put you out front as a price leader. Illustrated is Model HP30, the Super Deluxe brazier that has everything complete as you see it. Also available are the Deluxe Model P30 and Economy Model B28W5, new high-price sellers that you can build up with Atlas accessories to sell yourself and your customers.

PROMOTIONAL WINDOW FANS

For quick turnover when the heat's on, stock the complete new line of Atlas Fire 20" window fans. You'll be able to price these fans way low... out-sell all competition... and with a quality product!

SEND FOR SALES PACKAGE



Briggs & Stratton Choke-A-Matic engine control is mounted between the handle grips... permits fingertip operation of the engine.

Remote Rewind starter within easy reach, too!

21" LINE

Now, cover the Biggest Part of the Market...

SUPER DELUXE MODEL B275AA

★ 2 3/4 H. P. BRIGGS & STRATTON engine, extra large crown, lo-tone muffler, remote rewind starter, remote Briggs & Stratton Choke-A-Matic Control, slip clutch.

★ STOR-MOWER HANDLE

★ SUCTION WIND ACTION

★ 22" STEEL HOUSING

★ PHOSPHATIZED FINISH



ROCK
BOTTOM
PRICING...
Full Margins

Deluxe Model B225AA

• 2 1/4 H. P. BRIGGS & STRATTON engine, rewind starter, remote hand throttle located between the handle grips, slip clutch.

• STOR-MOWER HANDLE
• SUCTION WIND ACTION
• 22" STEEL HOUSING
• PHOSPHATIZED FINISH

GENERAL SPECIFICATIONS FOR BOTH 21" MODELS

Wheels: 8"; all-steel rims • Tires: Semi-pneumatic • Blade: 21" pitched steel.
Cutting Height: 1 1/2" to 3 1/2"; five settings; wheels stay on during height adjustment.

Color: Red and Green baked-on enamel over phosphate primer.

Housing: 22" 14 gauge steel with built-in baffles; dual ports with covers.

Trimming Edge: 1/2".

Net Weight: Model B275AA, 59 lbs.
Model B225AA, 57 lbs.

Shipping Weight: Model B275AA, 70 lbs. in single carton.
Model B225AA, 68 lbs. in single carton.

FITS
IN
ANY
CORNER



THE ATLAS TOOL & MANUFACTURING CO.

5147 Natural Bridge Blvd.

Founded 1926

St. Louis 15, Mo.

Manufacturers of Power Mowers... Barbecue Braziers... Window Fans

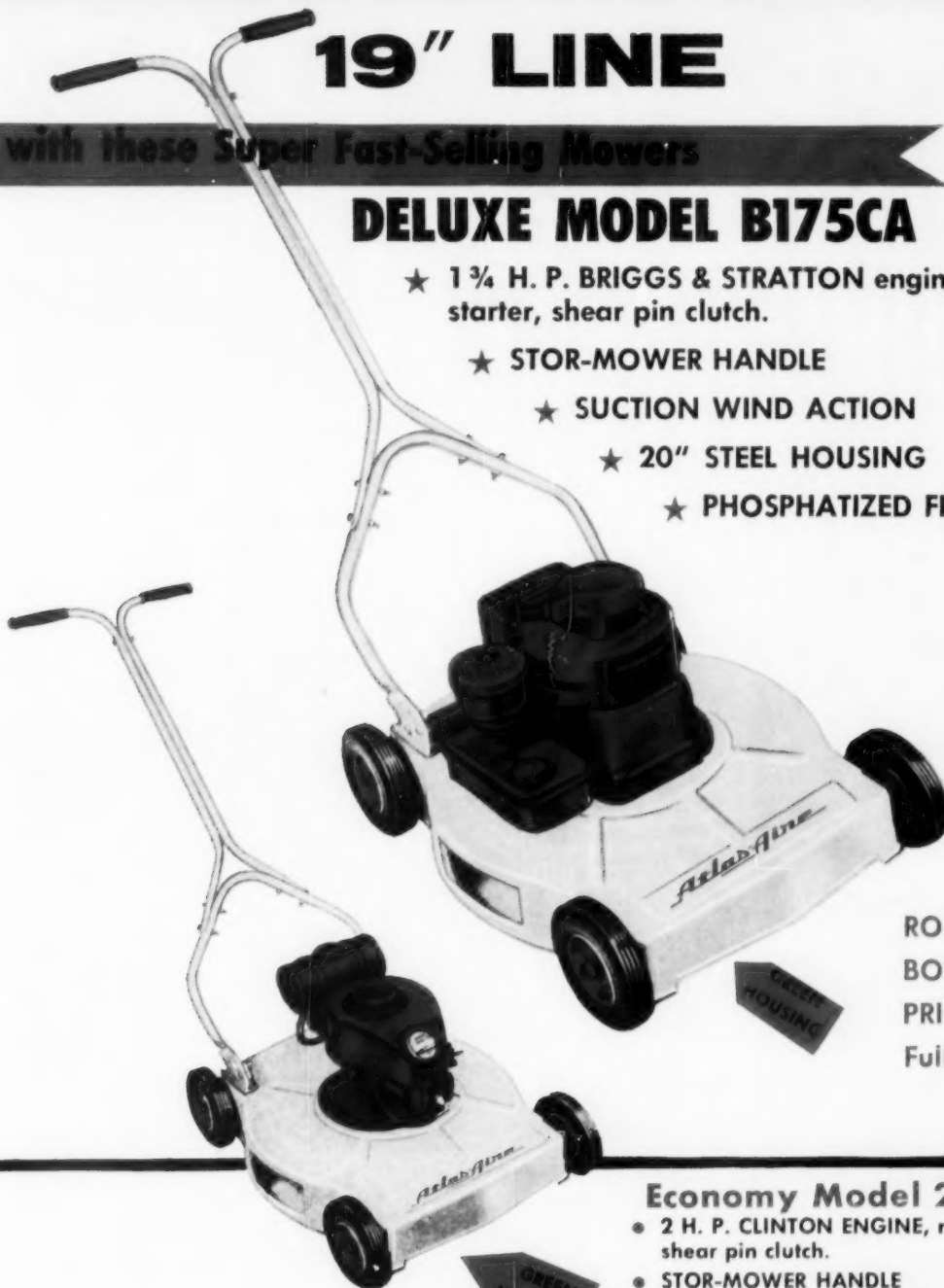
POWER MOWER LINE

19" LINE

with these Super Fast-Selling Mowers

DELUXE MODEL B175CA

- ★ 1 3/4 H. P. BRIGGS & STRATTON engine, rewind starter, shear pin clutch.
- ★ STOR-MOWER HANDLE
- ★ SUCTION WIND ACTION
- ★ 20" STEEL HOUSING
- ★ PHOSPHATIZED FINISH



ROCK
BOTTOM
PRICING . . .
Full Margins

Economy Model 2CA

- 2 H. P. CLINTON ENGINE, rope starter, shear pin clutch.
- STOR-MOWER HANDLE
- SUCTION WIND ACTION
- 20" STEEL HOUSING
- PHOSPHATIZED FINISH

GENERAL SPECIFICATIONS FOR BOTH 19" MODELS

Wheels: 6"; all-steel rims • Tires: Semi-pneumatic • Blade: 19" pitched steel.

Cutting Height: Three settings; 1 1/4", 1 7/8", 2 1/2".

Color: Red and Green baked-on enamel over phosphate primer.

Housing: 20"; 16 gauge steel; single port with expanded metal cover.

Trimming Edge: 1/2".

Net Weight: Model B175CA, 41 lbs.
Model 2CA, 40 lbs.

Shipping Weight: Model B175CA, 48 lbs. in single carton.

Shipping Weight: Model 2CA, 47 lbs. in single carton.

FITS
IN
ANY
CORNER

QUALITY MANUFACTURING GUARANTEED—All Atlas-Aire Mowers, Braziers, and Window Fans are exclusively designed and manufactured by Atlas in its fully equipped St. Louis factory. This complete in-factory production assures quality control, guarantees A Better Product at a Lower Cost, and assures you of fast, prompt delivery . . . even in season.

NEW TYPE FINISH—An example of Atlas-Aire quality production is the new phosphatizing process applied to the metal parts of every Atlas product. This phosphate-primed finish coat creates a snappier looking product . . . the phosphatized finish wears like an automotive finish.

Get the FACTS NOW...

- **ABSOLUTE
COMPETITIVE
PRICING**
- **ABSOLUTE
FULL
MARGINS**
- **ABSOLUTE
TOP
QUALITY**

SEE FOR YOURSELF . . . Send Today for Free Sales Package. This package gives you all the details, ordering information, costs, literature samples, sales aids, etc.

Also Merchandise Samples at No Cost to Jobbers, Distributors, Wholesalers.

WRITE . . .
WIRE . . .
CALL . . .



MAIL COUPON TODAY

ATLAS TOOL & Manufacturing Co.

5147 Natural Bridge • St. Louis 15, Mo.

Gentlemen: Please rush at no obligation to us your sales packages on the following products.

- ☐ WINDOW FANS
- ☐ BARBECUE BRAZIER
- ☐ POWER MOWERS

(Name)

(Company)

(Position)

(Address)

(City)

(Zone)

(State)



Win, place and show

Win your *place* in the profit parade for '58 where the leading manufacturers *show* their latest lines . . . in The Merchandise Mart! Here, during the International Home Furnishings Market, January 6-17, over 35 acres of

showrooms are located under one roof. Here, you combine convenience, comfort and buying efficiency while you shop every top brand in the home furnishings field. It's truly the show-place where you can *only* win!

The Merchandise Mart

Free buses • 42 elevators • Restaurants • Shops • Every service for your convenience

Mort Farr Says . . .

Stereo's Future Is Almost Here



Mort Farr, Upper Darby, Pa., appliance-TV dealer

WITH all the present activity and interest in high fidelity and records, it is well for a dealer to consider the next step in sound for the home—the step-up from hi-fi to stereophonic hi-fi. Stereophonic sound for the home is the greatest advance in music reproduction since the invention of the phonograph. We might conceivably be on the brink of an evolution in sound reproduction that could all but obsolete phonograph records in a few years.

Today's combination of hi-fi recordings and matched components or packaged hi-fi systems would seem to be giving the ultimate in reproducing music as it was originally played, but no such monaural system, regardless of the quality of the record, type of turntable or pickup, frequency response of the amplifier, or even the kind or number of speakers, can approach the realism possible with stereophonic reproduction on tape.

READY FOR TOMORROW. All current recordings are being made on tape—and most of them stereophonically. It will be possible for these to be produced as they are now on hi-fidelity records, or on a new version of stereophonic discs and either monaural or stereophonic tape. However, the tape recordings will always be better because there is no loss of quality in the transfer to tape as there is in a transfer to discs. There is less background noise and less amplification needed for playing tapes than records. We start out with more volume on the tape because it is not necessary to transfer mechanical vibrations on the record into electrical vibrations. We already have the electrical vibrations recorded on the tape and, since we start with higher input to our amplifier, the corresponding output is greater with less amplification.

There is no limit to the number of reproductions that can be made from an original tape and there is no wear-out or deterioration of the reproduction such as we have in records. There is also less limitation on the length of recordings because the tapes can be made to conform with the length of the particular piece or opera to be recorded.

THREE TYPES OF TAPE. Monaural tape uses a single recorded track for the sound. Regardless of the number of mikes or speakers used these tapes do not have the depth of binaural or stereophonic tape; it's like hearing with one ear. Binaural consists of two separate tape recordings of the same material heard simultaneously thru the use of two recorded tracks on one tape. Binaural tapes are best heard thru

headphones so that each ear hears material on the separate tracks. When recording two microphones are used, but are only about 8 inches apart, approximately the distance between the ears. The required headphones make this kind of listening inconvenient.

Stereophonic is a new version of binaural tape that adds depth and realism and presence to reproduce sound. Stereophonic sound is for both ears. Two separate mikes are used to record two separate magnetic tracks on one tape, through two recording amplifiers and two recording heads. The microphones in this case are placed twelve to fifteen feet apart. The result is that the instruments of an orchestra for example are not only in their proper audio perspective, but those on the left are heard from the left and those on the right are heard from the right, in stereophonic reproduction.

THE DIFFERENCE IS BIG. Stereophonic sound reproduction is as different from hi-fidelity as a 3D-stereo photograph in full color is different from a flat regular black and white photograph. In effect, ordinary hi-fi no matter how well recorded or reproduced is like closing off one ear, your sense of direction can determine where the loudspeaker is located because the sound originates at one source. Stereophonic sound is played thru two separate amplifiers and two speakers which serve to bring realism to the reproduction. The combined effect of the two speakers is to reproduce sounds not merely from two separate directions, but from all directions.

The specialty appliance dealer has often handled tape recorders but seldom does an outstanding job in promoting them in volume. In many cases the salesman selling the machines does not know enough about loading or demonstrating them to convince a customer who is not already sold. To sell stereophonic systems it will be necessary to know how to operate the recorders and to have the physical arrangements for proper demonstration.

HOW TO DEMONSTRATE. In order to derive the full benefit of stereophonic playback the placement and acoustical surroundings of the equipment play an important role. For demonstration purposes the portables and modular types will be most popular. These usually consist of a tape deck in a portable case containing a two-speed recorder-reproducer with provision for single track recording of tape from discs, AM or FM radio, TV sound, other tapes and live.

The reproducer plays either single or stereophonic tape and usually has provisions for playing radio or TV sound or records thru its amplifiers and speakers. In addition to this there are two separate amplifiers and speaker enclosures. In many cases this amplifier and speaker are in a single cabinet to be hung on the wall. For demonstration purposes these speakers should be hung on the wall about 6 to 8 feet apart, about eye-level and two or three feet in from the sides of the room. These speaker enclosures may be placed on table-tops or bookcases, etc., but for best results they should be on the wall to get the proper stereophonic sound effect.

If good equipment is installed in this manner in proper surroundings and the right people are exposed to this kind of sound reproduction, sales are inevitable. Sales are not always made quickly. As in hi-fi customers will want to listen to what they like to hear in music, but it is possible to use pre-recorded tape with sales presentations and demonstrations of sound effects and music that do everything but ask for the order.

A MARKET FOR TAPE. Practically every major record manufacturer now sells pre-recorded tapes of all types of music. The price is around \$11 for each tape and makes a good repeat accessory business. It will take a library of at least \$500 to really enjoy a stereophonic sound system, not to mention the recording tape for your customers to record their own music or conversation. Pre-recorded tapes now play for about one hour, but in the foreseeable future we will have thin tape and slower speed tape that may give us up to 8 hours of uninterrupted music on a single tape. In addition, you can expect cartridge type tapes that eliminate the need for threading.

We can also expect stereophonic sound from our radios, utilizing these dual systems and with broadcasting of two signals by two stations picked up by two microphones at the same time and broadcast simultaneously. One could be AM and the other FM. Coming of course, is the new magnetic video tape which will record both sound and pictures for television. This will be in use next year by broadcasting stations and eventually for home use enabling us to record our favorite TV shows on tape and then either preserving them, or erasing them and reusing the tape.

Stereophonic sound is a multi-million dollar market. It is only a question of who will cash in on it. *End*

New Eureka Dirt-Trap

...WITH SENSATIONAL 1-MINUTE



Make
"Fun-Test" on
anybody's
coat,
hat—
or the
bare
floor



Insert lower part of Dirt-Trap into top of Eureka. Turn on motor and let prospect feel powerful suction with hand.

Eureka Store Display with Dirt-Trap

Excites Store
Customer Interest



Place Eureka on top of beautiful new Eureka Hassock Chest. Attracts attention—makes it easy to explain and demonstrate cleaning power.

SHOW DIRT! EXCITE INTEREST with amusing, entirely new and different kind of store demonstration

The sensational new Eureka Dirt-Trap excites immediate curiosity. Store customers inquire, "WHAT'S THAT?"

It is this curiosity that quickly permits a salesperson to explain and demonstrate the powerful cleaning action of the Eureka with the sensational new Eureka Dirt-Trap. It catches dirt! It shows dirt!

It's unbelievable, amusing and exciting to see the amount of dirt removed from a man's coat, hat, or the bare floor with the floor brush.

In homes, on upholstery, mattresses and hard surfaces, the Dirt-Trap demonstration is a sure-fire salesmaker.

When dealers sell with exciting demonstration they sell better cleaners, at higher prices and with more profit. The new Eureka Dirt-Trap store demonstration makes this possible.



E U R E K A W I L L I A M S

Makes Store Sales Easy!

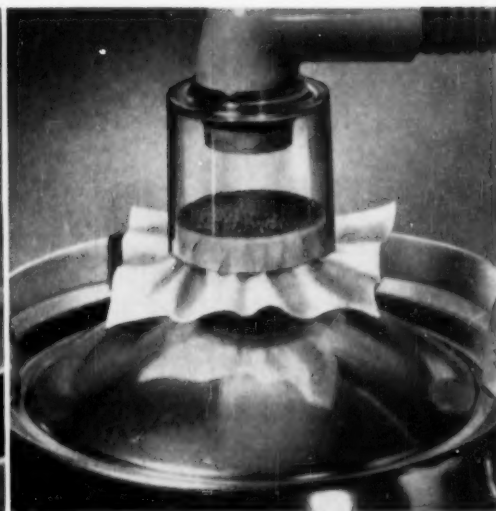
CLEANING POWER TEST!



2 Stop motor. Lay special filter paper over the lower part of Dirt-Trap locked in top of Eureka Model 860 or 960.



3 Upper part of Dirt-Trap is then pressed down over the smaller lower part. This locks filter paper in tight, spread position.

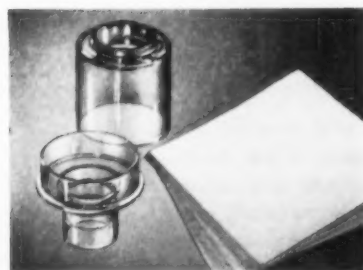


4 Insert hose into top of Dirt-Trap. Turn on motor. Use cleaning tools. Dirt from coat, hat or bare floor deposits on filter paper.

Special Offer!

TO EUREKA DEALERS

Only **\$2⁵⁰**



Get this terrific new clear plastic Eureka Dirt-Trap demonstrator kit with 100 filter papers now. Yours for only \$2.50!

WRITE, WIRE, or PHONE
your EUREKA Distributor today!

EXCLUSIVE! New Eureka Dirt-Trap fits Eureka Cleaners only!



New EUREKA Special Roto-Matic

Complete with new 7-pc. set
of deluxe Attach-O-Matic
Clip-On cleaning tools.

Model 860

\$49⁹⁵



New EUREKA Golden Crown Super Roto-Matic

Complete with new 8-pc. set
of deluxe cleaning tools.

Model 960

\$69⁹⁵



C O R P O R A T I O N • Bloomington, Illinois

In Canada: ONWARD MANUFACTURING CO., LTD., Kitchener, Ontario

BASIC RESEARCH . . .

More Practical Than You Think

This editorial, one of a special series on the importance of research to the American economy, deals with an aspect of our research program that may have serious consequences in future years — the lag in basic research.

An earlier editorial in this series noted: "The keen interest of U. S. business firms in scientific research points the way to a new kind of prosperity for our economy — a prosperity based on deliberate creativeness." As a result of the dramatic increase in industry's research expenditures, more new products will be introduced in the years 1957-1960 than in any previous four-year period.

A steady stream of new products and new processes means better values for consumers and lower costs for business. And thus it promises to sustain a high level of general prosperity that defies the old laws of boom and bust. **But, as we look further ahead, there is a danger that the stream of research discoveries may run dry because of our neglect of basic research.**

This danger was described by John Jay Hopkins, late founder and chairman of the General Dynamics Corporation: "Unless there is a revolutionary development in America of pure, not applied, science, there will come a day when there is no use in trading in your old car; because the new one is no better. The only difference between this year's television set and next year's will be the appearance of the cabinet! Scientific progress will be replaced by scientific stagnation."

What Basic Research Is

Basic (or pure) research has been characterized as the pursuit of knowledge for its own sake rather than to fulfill some practical objective. It is generally carried out in an environment which allows the in-

vestigator the freedom to follow the lead of his curiosity. The scientist in basic research, in the words of Glenn T. Seaborg of the University of California, is not concerned with "utilitarian goals, but a search for deeper understanding of the universe and the living and inorganic phenomena within it."

Imprecise as basic research may seem in its initial purpose, it is an essential prerequisite to applied research and product development. A few examples will show how some of the greatest technical advances of recent years have come from basic research projects that had no immediate practical objective:

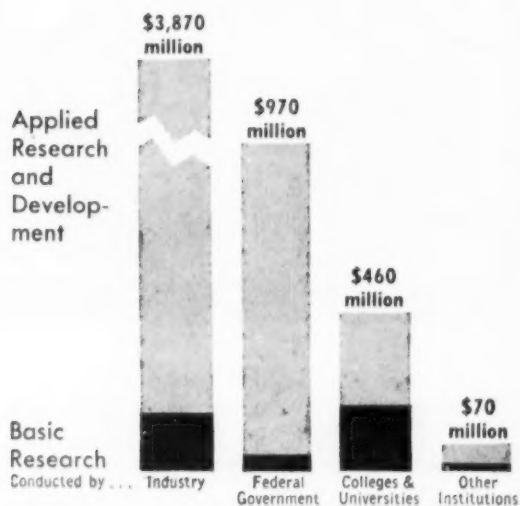
- **Radar** — an important military development of World War II with broadening commercial applications — was the outgrowth of a basic research project whose purpose was to obtain information about the height of the ionosphere, the layer of air that lies some 25 miles above the earth's surface.

- **Transistors** — the miniature devices which are already vital components of hearing aids, pocket radios and a wide variety of industrial equipment — were invented at Bell Laboratories (research subsidiary of the American Telegraph and Telephone Company) following university investigations into the electrical behavior of solids.

- **Neoprene** — a synthetic rubber — was developed by duPont with the help of basic information provided by Father Nieuwland of Notre Dame, who discovered he could control the polymerization (the linking together of molecules) of a certain class of organic compounds.

- **Nylon** — the first of the noncellulosic synthetic fibers that have revolutionized the textile industry — grew out of fundamental research by Dr. Wallace Carothers on long-chain polymers.

Only 8% of All Research and Development in the U. S. is Devoted to Basic Research



Data: National Science Foundation, "Funds for Basic Research in the United States, 1953"

Industry's Stake in Basic Research

Industry traditionally has relied upon colleges and universities and other nonprofit institutions for basic research; and the U. S. has long benefited from the greater emphasis placed on basic research in Europe. It is conventional to think that business cannot, and should not, do much about "ivory tower" projects which do not have immediate practical application.

However, there is not so much in this idea as is supposed. The examples above illustrate what Caryl Haskins, president of the Carnegie Institution, has called "the widespread paradox that the most important practical consequences are commonly the least sought after." Furthermore, it is certain that, without adequate basic research, industry's efforts to produce new and better products will become progressively more difficult. And our national defense, in an age of breathtaking military applications of science, will become increasingly precarious.

In the past, our economic growth came largely through expansion into new lands or through discovery and development of rich deposits of natural resources. Such opportunities are relatively limited today. The great opportunities now lie in discovering new materials and new properties of the materials we already have. **This is the job of basic research, and industry has a vital stake in it.**

The chart indicates the tiny share of research efforts in the U.S. that is devoted to basic research. **Only 4% of all research by industry, and only 8% of all research in the U.S., during the year 1953**

(the latest for which information is available) represented fundamental research to add to overall scientific knowledge. Even in colleges and universities less than half the research performed is basic research. At least one Nobel Prize winner has expressed the belief that we need and should work toward a doubling of the proportion of our total research effort that is devoted to basic research as soon as possible.

What Business Can Do

Without anything like a staggering increase in the total cost of its research programs, industry could do much to expand our basic research effort. Companies with big research programs should, as a matter of successful survival, be devoting a share of the effort in their own laboratories to basic research. Significantly, companies that are already doing a notable job of basic research have also made an outstanding record of translating such research into new products for industry and the consumer.

Smaller companies may rightly regard the conduct of research projects with uncertain prospects of reward as a luxury. Some basic research, indeed, never results in any tangible payoff. But, with modest contributions, small companies can still have a part in the advance of basic research. They can join together with other companies on cooperative projects. They can support basic research through trade associations and technical societies. They can help research centers in universities and other nonprofit institutions. Arrangements are available in some instances whereby business firms can pay a fee to have access to work done by university researchers.

One way or another, it is up to private business firms to see that basic research moves forward. By doing so they will be laying the groundwork for the development of the new products and technology on which their growth, and the growth of the economy, depend.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nation-wide developments. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.

Donald C. McGraw
PRESIDENT

McGRAW-HILL PUBLISHING COMPANY, INC.

1



Music: (Eight bars of "I'm dreaming of a White Christmas". Fade to voice of George.)

2



George: Andy! What are you doing in that Santa costume?

Andy: Gotta great new idea, George, for promoting my new Handy Appliance line in Chicagoland. It's fulla the old sock! Hit it, boys.

5



George: Sure. More than in any other newspaper in the world—because people prefer the Tribune. 58% of them named it most useful when buying an appliance, compared to 18%, 15% and 8% for other Chicago papers. And how many could you ever hope to reach with quartets?

Andy: Let's see...about 70 homes a day...100 quartets...why, we'll be singing under 50,000 windows a week! More, if we hit a string of apartment buildings!

6



George: But the Tribune reaches more than 940,000 families daily—more than 1,300,000 on Sunday! That's hundreds of thousands more than other Chicago newspapers!

Andy: Gosh, I'd still be singing Christmas carols at Easter! Do you really think I'd be better off concentrating in the Trib?

George: Yes, because it's the only medium with the sales power you need. You'll reach more families, sell more appliances and make more money.

3



Chorus: *Start scheming for a brand new Handy
They really are the best, you know
Any Handy is a honey
And you get more for your money
So ask, ask, ask your husband for the dough.*

Andy: And I've got a 100 quartets like these yuletide yodelers to sing under every housewife's window in Chicagoland! Terrific, huh?

4



George: Andy, Andy. That's not the way to sell appliances in the big Chicago market. For what you're paying these off-key Kris Kringles, you could make a big splash in the Chicago Tribune.

Andy: I already thought of that, George. But there's so much appliance manufacturer advertising in the Trib.

7



Andy: Those last words did it, Georgie boy! I'm off!

George: Where?

Andy: To call in my quartets—and call up my agency, my ad manager and my Tribune representative.

*Do you need more
sales power in the
competitive Chicago
market? Call any
of the following.*

Detroit

W. E. Bates
1263 Penobscot Bldg.
Woodward 2-8422

San Francisco

Fitzpatrick Associates
155 Montgomery St.
Garfield 1-7946

Los Angeles

Fitzpatrick Associates
3460 Wilshire Blvd.
DUnkirk 5-3557

Chicago

R. C. Tower
1333 Tribune Tower
SUperior 7-0100

New York City

E. P. Struhsacker
220 E. 42nd St.
MUrray Hill 2-3033

MEMBER: FIRST 3 MARKETS GROUP METRO SUNDAY MAGAZINE NETWORK
METRO COMICS MAGAZINE NETWORK

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

They've learned from experience... *Commercial Credit's national know-how helps build sales and profits for dealers at the home town level.*

"... it is a great idea to have distributor to user financing through one dependable source. We think the Life Insurance plan is excellent, as well"

says **R. K. VAN ZANDT**,
Van Zandt Supply Co., Huntington, W. Va.



"Commercial Credit has been extremely useful in helping dealers expand operations and become better businessmen, and do greater volume at a profit"

says **EDGAR LEGUM**,
Legum Distributing Co., Baltimore, Md.



"... has made it possible for us as distributors to have our merchandise displayed and intelligently merchandised by many dealers who otherwise would not have been able to do so"

says **STANLEY GLASER**,
Sea Coast Appliance Distributors, Inc., Miami, Fla.

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Commercial Credit serves successful dealers



The best way to run a business, say Del Ray Appliance partners Rick Linneweh and Ed Skarr, is the proven way — "by the book . . ."

THEY SELL REFRIGERATORS "BY THE BOOK"

The "book" says to sell product over price, call back after the sale, use service as a sales tool, promote constantly, and make money on trade-ins. Two ex-distributor salesmen, Rick Linneweh and Ed Skarr, used to preach it. Now, as owners of their own store in Sunnvale, Calif., they do it — and refrigerator sales are up 20% over '56.

By **HOWARD J. EMERSON**

MORE ►

THEY SELL REFRIGERATORS "BY THE BOOK"

REFRIGERATION sales are not easy to come by these days, at least not in the volume which dealers would like and not at profits they would like to pocket.

But refrigeration sales can be made at a rate of 20 percent more in 1957 than in '56, according to the records of Del Rey Appliances, Sunnyvale, Calif. Refrigeration sales can be made at an average unit price of \$369 instead of the area average of \$250, say Del Rey's partners Ed Skarr and Rick Linneweh. And the store can make these refrigeration sales profitably; Del Rey Appliances showed a 7 percent net profit for the first 8 months of 1957 on a volume that will project close to \$150,000 this year.

The reason for Del Rey's success with refrigeration is a woman's secret—it has been told a thousand times. It is simply that Skarr and Linneweh are selling refrigeration according to the manuals issued by manufacturers and according to the procedures preached by the better-trained distributor salesmen.

Ed and Rick are selling "by the book".

And it figures. Until a couple of years ago, neither had been in the retail appliance business. Both were carrying the book, preaching the need for full utilization of all proven merchandising techniques at retail level. Both were distributor salesmen—Ed Skarr for Frigidaire out of Chicago, then Kelvinator in the Oakland-East Bay area; Rick for Kelvinator

in Iowa, then for Kelvinator in northern California. With only short stints selling at retail for other dealers, they joined to buy Del Rey Appliances.

Now they are practicing what they preached, and refrigeration sales are increasing steadily in their lines of Gibson, Kelvinator, RCA-Whirlpool and Westinghouse. They are practicing their old preachings because experience showed them that only a balanced program of merchandising could assure success for medium and small dealerships.

How Ed and Rick follow the book and why it has produced results that lead to a 20 percent increase in refrigeration sales is seen in the following "five pages from the book".

THE BOOK SAYS: "Product story first - price last..."

IT is not just habit developed while they were distributor salesmen that makes Linneweh and Skarr avoid questions about price until they have tried to give the prospect a product story and demonstration. They have these reasons:

- "The product story keeps the prospect's mind off price until he or she has begun to realize the value in features and construction. 'The further we get with our pitch about the features of the refrigerator and how they will serve the prospect the higher this refrigerator rises in value to the prospect, and then when we talk price the prospect has less reason to think that she'll get it at the same price as some stripped apartment house model she saw in a department store advertisement.
- "We have to build dollar value into a refrigerator," comments Rick. "Prospects know prices merely as something comparative; how would they know this refrigerator is worth \$200 or \$600, unless they compared it to another box with different features at another price—or unless they compared our price to what another dealer wants for the same appliance? So we try as long as possible to help them establish a value comparable to the price we are going to ask—its more profitable than letting our competition influence

the prospect into thinking that any refrigerator can be had for \$189 because he's got some dumps."

Del Rey's partners have made their 20 percent increase in refrigeration sales in spite of heavy competition—a new multi-million dollar Sears, strong independents in close to million-dollar gross class, plus San Jose branches of San Francisco department stores.

• "You're always faced with whatever advertisement a competitor ran in last night's paper," says Linneweh. "Many times the prospects come in carrying the advertisement and the only question they have is, 'can you meet this?' Suppose it is a flat trade—\$150 for any old refrigerator—which the dealer can do because he bought a special lot.

"If we listen to the question and say 'Well, what sort of refrigerator are you going to trade?' we'll lose a chance at a sale or we'll make a sale on which we stand a good chance of losing money. So we say, 'That sounds like a good deal if you want that kind of refrigerator or that brand,' and then we get going on a product story before the prospects can get their feet moving. As a rule, the competitor has put his pitch on the size of the trade in offer, not on the features of the refrigerator—so the prospects didn't come in

sold on the refrigerator, just the price they were going to get for their old junker. Maybe they'll listen to our product story, and we can get them interested enough in a refrigerator to make them want a model high enough on the line so we can meet the \$150 offer and make a decent profit. If we succeed 10 percent of the time, that's nice business.

• "A good product story means extra money for us even on our own customers," says Skarr, "because it sells up. I think that the product story—with every effort made to keep from discussing prices until the last minute—is the main reason our average refrigerator sale is \$360, about \$100 more, at least, than the average in the part of the Santa Clara Valley. If the prospect can be kept listening to features, watching demonstrations, hearing about use value and all that right up to the top of the line, then if she comes down she does it knowing that she is giving up something each step down she goes. You can be sure she's not going to go as far down the line as she would have without that product story. On a \$360 refrigerator we net \$20 to \$25 more than we would on a \$260 sale. Brother, we'll give product stories and make demonstrations all day and all night—when they can show that nice, neat extra \$20."

FEATURES can be demonstrated to build prospect's appreciation of the new refrigerators, make them more likely to accept higher priced models, says Del Rey partner Rick Linneweh.



GOOD WILL is built by Del Rey partners through regular callbacks on refrigerator customers who are surprised, pleased at attention, sometimes have questions on proper use of features.



THE BOOK SAYS: "Make call backs...resell customers..."

AS distributor salesmen Skarr and Linneweh frequently suggested their dealers make callbacks a few weeks after selling a refrigerator or other appliance. Of course, as distributor salesmen they were interested in having the dealers protect the brand name. They wanted the dealer to keep everything squared away so that dissatisfied customers didn't start talk that would hurt the brand in the area.

Now, as retailers, Skarr and Linneweh make callbacks as a regular procedure. They're doing it because they believe sincerely that it is holding onto their old customers, building the store's reputation in the market, and directly sending new business to the store.

"As often as we can schedule the time," says Skarr, "one of us takes a Tuesday or Thursday away from the store. We take a handful of cards—the ones we use to keep the record of each customer, appliance purchased, price, terms, trade-in, etc.—and we go from customer to customer. All we do is ask if the appliance is working satisfactorily. If minor adjustments are needed, we can make them right then. We don't 'commercialize' the call. We don't ask for referrals or to see other appliances.

"We want to hear a complaint before the neighbors do," adds Linneweh. "And you'd be amazed at the reception we get—the people are surprised. They thought that once we got

their down payment we'd forget about them unless the bank complained. You see—the refrigerator is still on warranty, if there is something wrong we're responsible. So they take it for just what it is meant to be—a good will call.

"We can't pin-point sales to these callbacks. But we know that we're making repeat sales to customers. And we are getting sales from other members of a customer's family and we're sure we're getting that business by referral. There's one family group that's bought six major appliances—so if our callbacks serve no other end than to have customers refer us to their sisters, brothers and cousins, then we're all for them."

THE BOOK SAYS: "Advertise and promote something all the time..."

"SHOUT about your store—kick up a storm—put on a promotion, I'll come and help—how about a half-page this week, we'll go 50-50. . . ." Skarr and Linneweh used such encouragement and advice on hundreds of their dealers when they were distributor salesmen. Now they are pushing themselves, with 2.5 percent of gross allocated to advertising and promotion efforts planned as far as one year in advance.

Why? "To put the prospects in a buying mood, and to keep them there," says Ed Skarr. "We found out long ago, before we had a store, that most people like to do business in a busy store."

Says Rick, "Do you know that we found from our records here that people bought bigger ticket items during a promotion, and—get this—we can close a deal on a particular model refrigerator at a higher price during a sale than we can when there is no sale or promotion going on."

Comments Ed: "We can prove that in case after case. There's no question about it—not only can we make more profit on each deal, but people are easier to close. The stimulus toward action has been created by the idea and the atmosphere of a sale."

To keep Dey Rey Appliances "kicking up

a storm", partners Skarr and Linneweh have an integrated program of advertising and promotion that is unusually well organized for a two-man, \$150,000 operation. Included are the following:

- **A yearly promotion schedule**—four major promotions scheduled about three months apart. "These are the 'big pushes'", one partner says. "At these regular intervals we must get the whole city talking about Del Rey Appliances. We want everyone to notice us. We want our recent customers to see our activity and be glad they bought from an active concern. We want our older customers to notice us and maybe start thinking of their next purchase—from us. We want everyone else, particularly our competitors' customers, to sit up and take notice that here's a local dealer with good lines who's asking them to do business with us. These four major promotions have just that purpose—and of course, they're expected to produce immediate business."

- **Frequent special promotions**—"sales" in the promotional sense of the word, are continued between the big four events. These continuing promotions are designed to impress the public with the idea that "something's going on at Del Rey Appliances" all the time. They

are the result of the partners' thinking that people prefer to trade where it is busy, or sounds busy. While this article was being prepared, Ed and Rick ran an "Action Sale", pictured here, and then with only a day out for cleaning the window, launched into a "Clean Sweep Sale", both keyed to clearance of 1957 merchandise. During these two sales, no change was made inside the store, either in display or pricing—only the window and the advertising change with the sales. Because all prices in Del Rey's market, whether refrigeration, laundry or TV, are "negotiated" between the dealer and the individual customer, any change in price tags, "sale" or no sale, would have little effect on bringing in prospects or in converting them into customers.

To put the Del Rey promotion program into action, Skarr and Linneweh use two media, newspaper advertising and window decoration. In the newspapers, two types of display and copy are designed to blow business the way of Del Rey:

- **"A steady wind"**—weekly advertising using 2-col. by 8-in. space to affect a continuous liaison with the public. To further the identity of the advertising, each piece of copy is framed with a distinctive broken line border. This series of daily advertisements

MORE ▶

STEADY promotions, making use of colorful window painting, keeps up "a feeling of urgency" that creates interest in Del Rey's goods among the steady flow of shoppers to supermarket across street.



WARRANTY SERVICE calls are handled by partner Linneweh, a former serviceman, when time permits. He prefers to handle these calls, get chance to re-sell customer on her purchase, build confidence in the firm.



THEY SELL REFRIGERATORS "BY THE BOOK"

varies between institutional house copy mentioning the variety of brands, etc., and co-op advertising arranged with distributors.

"These advertisements are run to serve just like the one in the telephone directory—they are a ready reference for the public when they are interested in appliances."

- "Frequent gusts"—usually once a month, or when timely, Del Rey's partners use larger space for impact. These advertisements are tied in with the current promotion and differ from the daily copy in their objective which is to incite action, to create desire and to get people into the store.

For years, Ed and Rick tried to make their dealers use their window fronts as billboards—and had many successes. Now, window painting is practically a fetish with these former distributor salesmen. Having available a competent and reasonable sign painter with artistic ability, the partners make steady use of his talents to keep the full glass front of Del Rey Appliances "talking business to the viewers." Across the street is a large Safeway supermarket, supplying 7-day a week traffic to read Del Rey's current messages on the window—and at night, some of the traffic from a nearby theatre passes the store en-

route to the neighborhood parking areas.

"Of course, the message on the window serves its purpose in getting attention to our current promotion to all these prospects," comments Rick, "but there's another odd result—we have found that more people will stop and look through the window at our floor display when the window is dolled up with fancy painting, than will do it when it is clear. The more difficult it is for them to see in, the harder they try. One of our next windows will take real advantage of people's curiosity—we're going to block the whole glass with 'Bon Ami', leaving only a few peepholes.

THE BOOK SAYS: "Make service a sales tool..."

"You can make your service one of the most valuable sales tools the store has . . . and it doesn't have to lose money . . .", said Del Rey's partners to hundreds of their dealers. Now they advise themselves to go and do likewise. And they are doing it, but:

"It hasn't been easy with a store that is a two-man operation with a volume between \$10,000 and \$12,000 a month," says Linneweh. "We're not ready yet to have a full-time service department, but we do put a lot of emphasis on service.

"We make service sell for us, and we do it without losing money. These are some of the ways:

- "One-day service has been very important in helping us build a reputation in the Sunnysvale market. Most of our service is handled by a service contractor, but he operates out of the back yard of our store. Our arrange-

ment with Jones provides the customer with a service call on the same day, if she 'phones by noon. If she calls in the afternoon, she gets a service call the next morning before noon.

"We make this a good sales tool because so much of the service in this area is handled by either the big contractors or by factory service or by Sears—and they usually work by the 'route method'. If you need service on a refrigerator, these concerns—enough of them to give us a sales story—make you wait until the day your house is on the route the serviceman will be taking that day. There's no question but that they have to work that way—we don't blame them and I hope they don't blame a little store like ours for taking advantage of their methods."

- Personal service by Del Rey management is another service-sales feature made possible

because partner Linneweh is a trained serviceman. "Whenever possible, I go out on warranty calls," says Rick. "If I can do it on free moments then we save the cost of the contractor, but there's a more important reason. I think these calls are as important as any sales call or callback. As a rule, service calls on refrigeration during the warranty period are for very minor complaints—minor as far as the work is concerned, but darned major to the woman who has the complaint. Most of our calls are to adjust the automatic defrosts, to align doors—little things that at the moment are making the customer very unhappy about the refrigerator.

"Taking on these warranty calls gets us to the dissatisfied customer, gives us a chance to correct the trouble, but, what we think is more important, it gives us a chance to re-sell the refrigerator.

THE BOOK SAYS: "Make money on your used refrigerators..."

"Trade for profit—don't keep your profits tied up in used refrigerators—etc., etc.," admonished the Del Rey partners to their dealers of days gone by. Today they are so far succeeding in making this page of rules from the book of procedure pay off. In fact, they'd

WARRANTY on used refrigerators helps Del Rey's steady movement of these goods, puts them in better position to trade on new sales.

be doing even better with used refrigerators if they had more of them to offer their prospects—Ed and Rick had only three on the floor when this was written.

Used refrigerators are profitable for Del Rey because of these practices:

- **Evaluation procedure.** Knowing from hundreds of contacts with other dealerships how dangerous it can be for the dealer not to know how much money he has tied up in trade-ins, Skarr and Linneweh started immediately to set up a procedure for realistic evaluation of every used refrigerator taken into the store. As a result, when a refrigerator is taken in trade by Del Rey, Ed and Rick first estimate what it could sell for when put in saleable condition. Then they estimate what it will cost to clean it up, refinish it or recondition it. The net figure is their realistic value of the used refrigerator for their books, entered as cost of merchandise for the used department. The difference between this realistic value and what was allowed for the old refrigerator in trade is entered under "cost of

sales" for the new merchandise department.

If the cost of making the refrigerator resalable will amount to more than 25 percent of the price Ed and Rick believe they can get for it, then the old box is junked.

- **Warranty of used refrigerators** has helped Del Rey Appliances keep this department rolling and at a profit. A sliding scale of warranty, following closely the pattern quite common through the industry, backs up the sale of all used refrigerators. This warranty scale is posted on the wall close to the used refrigerator display, as seen in the photograph here. "Putting up this sign has been just as important to us as having the warranty," says Rick. "We point to it when we discuss warranty with any buyer of a used refrigerator. Sometimes it sells them up to a better box, but more important is having this customer see the warranty in writing. They know first, that whatever warranty we talk about is not being 'ad libbed' depending on how gullible we think they are. They see that it applies to everyone." End



YOUR YEAR-END INVENTORY CAN SAVE ON TAXES

Before you start the annual count make sure that you are using the valuation method that will save you the most money. Here are the advantages and drawbacks of four methods

ELECTRICAL appliance and radio-TV dealers who do not take a complete, accurate and properly valued inventory at the end of the tax year may be in danger of:

1. Defrauding the government on income taxes, or
2. Paying far more income tax than is necessary.

The Internal Revenue Code specifically provides that where the buying and selling of goods is an income-producing factor, the net income must be computed by the use of an inventory at the beginning and the end of each tax year. The law specifically says that the physical inventory must conform "as nearly as may be to the best accounting practice in the trade or business and as most clearly reflecting the income."

Four Inventory Pitfalls

Four specific dangers must be carefully considered by appliance dealers to keep their physical inventory valued correctly. The Internal Revenue Bureau takes a dim view of these practices:

1. Omitting parts of the actual stock in the reported inventory.
2. Including stock in transit for which title has not passed to the retailer.
3. Using a constant price or a normal quantity of stock such as the store's average inventory for the year.
4. Deducting from the inventory a reserve for price changes or deducting an estimated depreciation for old stock.

What Should A Dealer Do?

There are four methods of valuing the inventory that an electrical appliance dealer can use that will satisfy all requirements of the income tax laws. These are:

1. Cost
2. Cost (what the dealer paid) or Market, (what you would pay if you bought now) whichever is lower
3. Retail
4. Last-In—First-Out

1. COST—With this method of inventory valuation, the appliance dealer must use either the actual invoices or the cost code on the stock to determine his valuation. Naturally, this cost figure is adjusted to reflect the trade, quantity, and seasonal discounts, if any.

The cost of shipping may be added to the cost of the stock if this is your usual practice. However, most appliance dealers include the transportation-in as an operating expense and charge it off each year instead of including it as part of the store's inventory valuation.

Cash discounts may be deducted from the invoice cost if allowed by the supplier and taken by the dealer. However, the rule again is that the appliance dealer must be consistent in handling this cash discount to arrive at his income tax inventory valuation.

If the cost method of inventory valuation is adopted, an electrical appliance dealer must check his invoices to price his stock. This may take extra time and add extra expense to the physical inventory for your appliance business.

Or, each appliance in stock will have to be marked with a cost code in addition to the retail selling price. This requires extra marking time when the stock is received. Then, during the physical inventory, these code markings must be translated to a cost figure to properly value your stock.

2. COST OR MARKET, WHICHEVER IS LOWER—The application of this method to your stock for an inventory valuation requires extra work. You must check your invoice cost or cost code on the stock and also the current market price (current cost to you) of the item at inventory time.

For instance, consider these examples of costs under the "cost or market, whichever is lower" method:

	Cost	Market	Which-ever is Lower
Item A	\$45.00	\$50.00	\$45.00
Item B	\$20.00	\$15.00	\$15.00
Item C	\$80.00	\$65.00	\$65.00
Item D	\$60.00	\$75.00	\$60.00
Item E	\$10.00	\$15.00	\$10.00
Totals	\$215.00	\$220.00	\$195.00

Here are the rules to follow if the "cost or market, whichever is lower" method of inventory valuation is adopted:

1. The lowest value must be reported as inventory.
2. The method must be applied to each item in the inventory—not to the total under each valuation.

3. The method must be used consistently in your store's inventory.

3. RETAIL—Since the "retail" method arrives at a figure which approximates the "cost" or "cost or market, whichever is lower," it is used by many electrical appliance dealers and is approved by the income tax regulations. It saves time in tracing the thousands of invoices and translating the cost code on many items of merchandise.

Here is the step-by-step procedure for adopting this inventory method to your store:

1. Start the year with the inventory based on the retail selling price of your stock. This is computed by totaling the stock at its retail selling prices.
2. Add your purchases during the year at the retail selling price. When a shipment of appliances arrives, you will determine the selling price of the invoice for recording on your books.
3. Adjust your inventory for any mark-ups or markdowns you take during the year.
4. Determine your average mark-up percentage for the year. To do this you take the total of your opening inventory and your purchases at both cost and selling. The comparison of these two totals gives you your mark-up percentage which is applied to your physical stock count at retail for a cost figure for tax reporting.

For instance, consider this example:

	Cost	Retail
Opening Inventory	\$12,000	\$20,000
Purchases	\$30,000	\$50,000
Totals	\$42,000	\$70,000

5. Apply the average mark-up percentage to your physical inventory taken at the retail selling price. In the example cited, the mark-up percentage is 40 percent. If the appliance dealer's inventory at retail at the end of this year is \$30,000, 40 percent of this figure or \$12,000 would be deducted from an inventory of \$18,000 at cost. This figure, \$18,000, would be used for your income tax report.

The "retail" method of inventory valuation will give an electrical appliance dealer several advantages. It is easy to take—the counting and listing is done at the regular selling price. It will point the way to inventory shortages. And, it saves a great deal of time in arriving at the final figure for tax reporting.

(Continued on page 57)



HUGE AUDITORIUM provided the space needed for Greenley to put on kind of show that would steal the Flint hi-fi market from competition. Total attend-

ance during two days of exhibits amounted to 7.5% of 250,000 in market area, gave exhibiting suppliers low per person cost for showing their lines.

One Dealer Ran This Hi-Fi Show

Flint, Michigan's first big show gives Greenley's Inc., 19,000 prospects and a long lead on competition

FIRST HI-FI SHOW in Flint, Michigan, staged by five-store Greenley's, Inc., brought clustering crowds to see demonstrations in spaces rented to suppliers.

Lured by heavy local advertising, crowds were given competent sales talk by both wholesalers like Saginaw Distributors and Greenley's salesmen.





OWNER Stuart Greenley (right) and ad manager Bob Grinnell were concerned by supervisory details of show, but not by their investment.



SERVICE DEPARTMENT wasn't left out. Display showed test equipment, color bar generator, uniformed service crew. Oscilloscope let people "see" their voices.

WHAT Stuart Greenley nearly accomplished on September 28 and 29 in Flint, Mich., never happens in the appliance-TV business. But Greenley probably came as close to it as anybody is likely to.

By sponsoring the city's first hi-fi and radio-TV show, and staging it in a way that would do credit to a major trade association, Greenley staked out a claim on Flint's share of the predicted bonanza in hi-fi that very nearly amounts to stealing the market.

To Flint's IMA Auditorium, Greenley's drew 18,824 people out of an estimated market area population of 250,000—just about 7.5 percent. What brought them were promises of new sights and sounds banded into their ears for five days through disc jockey plugs and radio spots, and shouted from 500 column inches of newspaper space.

For Greenley's five stores, the hi-fi show was an opportunity to make gains in five areas: (1) development of a better market by making people more aware of hi-fi; (2) promotion of the store name in connection with

hi-fi; (3) promotion of Greenley's brand names—Philco, RCA, Admiral, Zenith and Olympic; (4) a chance to promote Greenley's service department; (5) an opportunity to make some sales. Though Stuart Greenley insists this was a very secondary idea, Greenley's managed to move \$20,000 worth of merchandise during the 16 hours the show ran.

Active preparation for the show took eight weeks and the full time of Bob Grinnell, Greenley's advertising manager. Space for the show was rented by Greenley's, who in turn rented space to their suppliers. Firm contracts covered all aspects of the show, and gave Greenley's control over both personnel and all activities. Some 30 distributor and factory personnel were on hand to help man the spaces, though there were Greenley's men in each space.

Local radio and TV stations were given free space in return for disc jockey plugs and for broadcasts from the show.

In the eyes of Greenley's management



ON WAY OUT the show's 19,000 visitors signed up for free prizes, left names and addresses for Greenley prospect list. Store offered \$1,000 in prizes.

By **KEN WARNER**

several factors were specially important in the success of the show:

- **Holding it in an auditorium** rather than a hotel is one of these. Flint's blue-collar population, Greenley's people felt, would like it better there, and the parking is better.

- **A specially-installed TV antenna** produced perfect reception in both color and black-and-white.

- **Sales meetings** during September were geared to hi-fi, instructing salesmen in both terminology and product, so that none would be tongue-tied on the big day.

- **Free admission.** It's customary in Flint for such events as the sports and builders' shows to charge a 50-cent admission, but Greenley's decided to have a free show. They think it paid off in good will, if visitor's comments are any criterion.

- **The \$1,000 in free prizes** offered to those who filled out a card provided a real stimulus. Greenley's mail girl had to get a special basket just to hold returns.

According to Stuart Greenley, all those who took part in the show are happy. One manufacturer's man told him "We've never been able to get the per-person cost of showing our line so low before in this area."

Stuart Greenley isn't talking about his own costs. He does say that he thinks the minimum budget for a show of this type, promoted the way this one was and in a similar market, would run about \$10,000. He also points out that the degree of participation by suppliers determines the dealer's cost. And for staking a claim on a market like hi-fi, he thinks most any dealer could afford to pick up a tab that guarantee major interest in a market.

End



F. E. Zeeb

Mrs. F. E. Zeeb

F. E. Zeeb, Jr.

Fay Burnside
Office Staff

Leonard Nealis
Sales Staff

Jo Irwin
Sales Staff

He sells electric major appliances to gas-producers

Fred Zeeb's electric major appliance business is booming—
right in the backyard of the Nation's gas industry!

The man who sold ice-boxes to the eskimos has nothing on General Electric Dealer Fred Zeeb.

He and his wife Bertha are operating one of the most successful retail appliance businesses in the whole U.S.—in the very heart of the country's gas-producing area.

The town is Bartlesville, Oklahoma. The store is the Bartlesville Electric Co. Mr. Zeeb began his association with General Electric in 1929, has been in Bartlesville since 1938.

What is it that makes this particular retail operation so successful? One very obvious answer is hard-working *people*: Fred and Bertha Zeeb and their well-organized staff. And there are at least three other good answers: *service*, *stock*, and *brand*.

How does he feel about service?

Fred Zeeb feels service should be good—and fast. How fast? Every Bartlesville Electric Co. service call is completed the same day the complaint comes in. That's policy—and Zeeb maintains a full parts stock and a full-time, 6-man repair staff to make sure it is carried out.

But service to Zeeb means more than just on-

the-dot repairs. It includes demonstrations and follow-ups, too. He finds customers generally tend to show off their new purchases to their neighbors, and says: "The best leads I get are those that come from follow-up calls to homes where we have installed appliances . . ."

What about stock?

Fred Zeeb feels stock should be as complete as possible—in color as well as model. He finds a full stock gives his store a big boost with his prospects—especially those who have shopped around and found sparse stocks elsewhere.

And now about the brand . . .

To Fred Zeeb, the brand itself is just as important as the way he sells it. His brand is General Electric. Here—in Fred Zeeb's own words—is

exactly the way he feels about it:

"General Electric has the best and most complete line on the market. They have the best public acceptance. They . . . have treated me fairly and courteously . . . and my Distributor, General Electric Supply Company, has always rendered service and assistance in an able, friendly, and prompt manner."

That's the way it always has been for Fred and Bertha Zeeb—all through their years of association with the General Electric Company—and that's the way it always will be. For, as we have said many times before, *what is good for General Electric Dealers is certainly good for General Electric*. General Electric Company, Appliance and Television Receiver Division, Louisville 1, Kentucky.

Progress Is Our Most Important Product
GENERAL  ELECTRIC

CAN SIDELINES HELP YOUR PROFITS?

Most dealers seem to think they can. Three out of four now carry sidelines and sidelines provide one-third of the average appliance-TV dealer's volume. Now it's a race to add more—anything from cameras to paint to furniture that may help maintain volume and restore profits.

But how do you pick the right ones? How do you measure dollars against turnover? How do you sell? And, finally, what effect will sidelines have on appliances-TV?

The only good answers come from a variety of dealer experience like that revealed by the Electrical Merchandising survey and the 12 case studies on the following pages

By ROBERT W. ARMSTRONG

SPECIAL REPORT ON SIDELINES

CONTINUED

DURING 1957 a good many appliance-TV dealers made a grim choice: Either they found new ways to maintain profits and volume or they went out of business.

Unhappily, more than a few couldn't find workable answers in time; the failure rate (ENR, Nov., p5) was the highest since 1954.

Those who survived either managed to squeeze more dollars and profits out of their appliances and television or they branched out into new lines of merchandise offering higher margins, faster turnover, less price-cutting, or all three.

Of all available solutions, the addition of sidelines was one of the most popular and, apparently, the easiest to undertake. An ELECTRICAL MERCHANDISING survey conducted in the fall turned up the astonishing information that 76.6 percent of the respondents (203 out of 265) sell one or more sidelines and that one third of the average appliance-TV dealer's volume is provided by nonappliance-TV merchandise.

While it is possible that many of the 1500 dealers who received the survey did not answer because they do little or no business in sidelines, it is evident from the replies of the respondents that sidelines are an integral and important part of their merchandising activity. Of the 265 retailers who returned the questionnaires, 232 (or 87.8 percent) are appliance-TV dealers primarily; these are the

lines that give them the biggest share of their volume. The average appliance-TV volume (reported by 240) is \$132,932. The average sideline volume (reported by 179) is \$69,760—more than half the appliance-TV income and equal to one third of the combined total.

Significantly, nearly half the dealers said that 1957 sidelines volume was greater than in 1956 (while 33 percent said it was the same and 17.5 percent said it was less). Even more significantly, 65.8 percent of them expect sidelines will increase in importance over the next five years.

Diminishing Returns: Point or Disease?

Why all this interest in sidelines? The long list of reasons can be reduced to one: profits. Between 1955 and 1956 the average net profit, as reported by NARDA, dropped from 3.4 to 1.2 percent and 28 percent of the NARDA retailers actually experienced losses. At this rate, a dealer with a \$20,000 investment and a \$100,000 volume would only be making six percent on his own money

—hardly enough to justify keeping the store open and certainly an inadequate recompense for his effort.

Behind the profit drop there were, of course, a number of contributing causes—the abandonment of list prices, the solid establishment of the discount house, lower margins, slower sales, and rising costs.

But whatever the causes, the primary concern of most dealers, and particularly those in metropolitan areas, was to find some method of restoring the profit percentage to a livable level.

To this end, sidelines seem to have some built-in advantages. Prices—as, for example, on furniture and bedding—are not easily comparable. Margins run as high as 40 to 50 percent, particularly on furniture and giftwares. Discounting is not—at least not yet—as generally widespread. Responsibility for service and service itself is often non-existent. They all add up to more profit. As dealer Myron Gray of Bowling Green Appliances in New York bluntly pointed out recently to an ELECTRICAL MERCHANDISING editor, "On a portable TV set we can gross \$10. If we sell \$120 worth of glassware—20 odd packages of a \$5 glass and caddy set, for example—that means a gross of \$30."

The differential is spelled out further by dealer Edward Russell of Toms River, New Jersey, who has been experimenting with sidelines since 1954. "Today," he says, "we make more money selling \$50 worth of gifts than from \$500 worth of appliances." He cites an example: a nine piece knife set costs him \$3; it sells for \$9.95, a markup on cost of over 200 percent. A condiment set costing \$3 goes for \$5.95, a markup of almost 100 percent.

Down in Lake Charles, Louisiana, City Sales & Service does an annual appliance volume of \$90,000 on which it grosses \$23,000

Sidelines Volume: 1957 Vs. 1956

	Number Dealers	Percent Dealers
Much More	15	8.8
Slightly More	70	40.9
The Same As	56	32.0
Less Than	30	17.5
Total Dealers Answering	171	100.0%

DEALERS' ANNUAL VOLUME

...In Appliances and Radio-TV Only					...In Sidelines Only				
	Number Dealers	Total Volume	Average Volume	Percent Dealers		Number Dealers	Total Volume	Average Volume	Percent Dealers
Under \$25,000	33	\$ 402,000	\$ 12,186.82	13.8%	Under \$10,000	33	\$ 123,550	\$ 3,743.94	18.5%
\$25,000-\$49,999	40	1,345,931	33,648.27	16.7	\$10,000-\$24,999	34	473,000	13,911.76	19.0
\$50,000-\$99,999	58	3,825,000	65,948.27	24.2	\$25,000-\$49,999	38	1,233,000	32,447.36	21.2
\$100,000-\$199,999	56	7,159,000	127,835.28	23.3	\$50,000-\$74,999	31	1,742,000	56,193.54	17.3
\$200,000-\$499,999	39	10,846,000	278,102.50	16.2	\$75,000-\$99,999	9	747,000	83,000.00	5.0
\$500,000 & over	14	8,325,000	594,642.85	5.8	\$100,000 & over	34	8,168,500	240,250.00	19.0
Total Dealers Answering	240	\$31,902,931	\$132,932.87	100.0%	Total Dealers Answering	179	\$12,487,050	\$ 69,760.05	100.0%

or 25.5 percent. But on its \$17,000 sideline volume it makes \$6,000—a gross margin of 35 percent.

Sidelines Are Even Traditional

Despite the sudden flurry of interest in sidelines generated by the profits decline, this is not a new direction for many retailers. Those who responded to EM's survey have been handling their best volume sideline for an average of 7.8 years. And in many sections of the country sidelines have long been essential to continued existence. This is particularly true in smaller communities where dealers have never been able to specialize as in the high-population centers.

"There are dealers in Minnesota," reports EM's Ken Warner, "who think of themselves as appliance dealers, but also handle furniture, farm implements, and, in some instances, are morticians. I met one fellow who has the following five businesses under one roof: appliances, hardware, farm implements, produce buying, and funeral director. In many of these communities there just isn't the volume in any one line to keep profits high enough to take care of one family, let alone a family which needs to find work for sons. With a limited number of people to sell, it's necessary to sell them over and over again in different lines. So, over much of the Midwest, sidelines are a way of life."

The same thing is true, of course, in many other sections of the country. "In the Southwest," writes Editor Fred Greene, "it's always been difficult to find a strictly-appliance store. Nearly all furniture stores have always displayed appliances. So have automotive supply, hardware and even variety stores." In upstate New York, says Editor John Richards, "Many dealers have retained the old general store look and have always supplemented their appliance-radio-TV business with sidelines—furniture, plumbing, heating, hardware, etc."

The New Opportunities

On top of this core of traditional sideliners is the new group who are being drawn into sidelines, not because of location or custom, but because of a basic change in the profit structure of the business. The biggest volume sideline handled by dealers cooperating in EM's survey was taken on within the last two years by 27.5 percent, within five years by 58.1 percent. Obviously, the trend to sidelines is growing, a finding substantiated by regional reports from ELECTRICAL MERCHANDISING's field editors.

Even in the Southeast, where, according to Editor Bill McGuire, "sidelining doesn't seem to be particularly widespread at present, it gives every indication of heading in that direction. Many dealers say the equivalent of, 'I'm interested; I'm looking. I want something to help put the net back in my business, but I just haven't found it yet.'"

In the Far West, reports Howard Emerson, "Sidelines are about to blossom forth to a degree not experienced since the mid-World War II years."

In the Midwest, says Ken Warner, some dealers are getting so far into sidelines that appliances-TV may end up as the sideline.

MORE ▶

How Dealers Rate Sidelines for Volume and Profit

% DEALERS SELLING	ITEM	VOLUME*		PROFIT#	
		RANK	% DEALERS	RANK	% DEALERS
23.2	Furniture	1	17.4	1	19.8
54.0	Power mowers	2	12.8	3	8.6
18.7	Paint	3	8.7	2	9.9
25.8	Wiring supplies	4	7.0	4	6.2
37.4	Lamps-lighting	5	4.1	6	4.3
25.3	Non-electric housewares	6	3.5	8	3.7
16.2	Toys	7	3.5	5	4.9
12.1	Plumbing supplies	8	3.5	10	2.5
10.1	Sporting goods	9	2.9	18	1.2
12.7	Bicycles	10	2.3	13	1.9
13.6	Floor coverings (hard)	11	2.3	12	2.5
7.6	Jewelry	12	2.3	7	4.3
12.1	Outboard motors	13	2.3	17	1.2
14.6	Floor coverings (soft)	14	1.7	11	2.5
10.6	Hardware	15	1.2	not rated	
18.7	Power tools	16	1.2	16	1.2
8.6	Typewriters	17	1.2	not rated	
9.6	Garden furniture	18	1.2	9	2.5
5.1	Boats	not rated		19	0.6
8.6	Cameras	19	0.6	14	1.2
11.6	Garden tools, fertilizer	20	0.6	not rated	
6.1	China and glass	21	0.6	15	1.2
2.0	Drugs	22	0.6	20	0.6
0.5	Automobiles	23	0.6	21	0.6
0.5	Meats-groceries	24	0.6	not rated	
8.1	Silverware	—	—	—	—
3.0	Greeting cards	—	—	—	—
3.0	Wallpaper	—	—	—	—
2.5	Woodenware	—	—	—	—
1.5	Stationery	—	—	—	—
1.0	Newspapers-magazines	—	—	—	—
30.3	Others	25	20.3	22	19.1

✓ 198 dealers answering

* 172 dealers answering

162 dealers answering

SPECIAL REPORT ON SIDELINES

CONTINUED

How it happens is eloquently described by a distributor salesman who said, "There's this account and he's a dandy. He's in the appliance business to stay. It's a pleasure talking to him, he's so sold. Then, a year or so later, he's still moving the merchandise, but he's looking for more and more deals. Whenever there's a dump he's a cinch for an order. Then one day you walk in and there in the back of the store is a little display of dinette sets. He says he's just seeing if they go. They go fine, because the next time you're back there's a bigger line of dinettes and sneaking along the wall toward the front of the store there are a couple of sofa beds and chairs to match. The next step is the sofa beds go in the window—and between them and the dinette sets there's some mattresses and Hollywood beds. Next step is the bedroom suite—only this time it's on the other side of the store and it's up front. Pretty soon it's end tables and living room suites and lamps all over the place and you're calling on a furniture dealer who has maybe 20 percent of his floor space—at the back—in appliances."

How Far to Go?

Usually it doesn't go that far, but it is happening, particularly in the larger metropolitan areas where the trend to sidelines is most pronounced. In some cities the trend was established and the pattern set by the so-called discount department stores, like Korvette's and Two Guys from Harrison in New York. Spacewise, some Korvette stores now allot 75 percent of their floor to soft goods, only 25 percent to hard goods (although volume still splits close to 50-50). The bigger independents have swept along

Many Dealers Added Their Best Sideline Only Recently

% Dealers Reporting		
Years Selling Best Sideline	Best Volume Sideline	Best Profit Sideline
2 years & under	27.5	26.9
3 to 5 years	30.6	28.9
6 to 10 years	19.1	21.8
11 to 15 years	11.4	9.6
16 to 20 years	3.0	3.2
21 years & over	8.4	9.6
Average years	7.8	8.2

SIDELINES ADVANTAGES

	Number Dealers	Percent Dealers
Few service problems	120	64.9%
Less price cutting than appliance-radio-TV	108	58.4
Better margins than appliance-radio-TV	103	55.7
Bigger net profit	99	53.5
More store traffic	87	47.0
Few returns	66	35.7
Bigger overall volume	44	23.8
Easy to sell	34	18.4
Manufacturers and distributors are cooperative	34	18.4
Not much competition	24	13.0
Co-op advertising allowances are generous	12	6.5
Others	5	2.7
Total Dealers Answering	185*	100.0%*

* Figures exceed totals shown because of multiple answers

with the tide and in New York, at least, the last six months have seen a notable pickup in sideline activity as single-outlet merchants have seen it work for others. So much has it spread, in fact, that one Newark giftwares distributor said recently that, "At least 50 percent of the appliance-TV dealers in my area are either in giftwares, are going into giftwares, or are studying going into them" (EM, Sept., p 10).

It's in the metropolitan areas, too, that sidelining, in many instances, is becoming out-and-out diversification—which means that the dealer wants at least 50 percent of his volume from non-appliance merchandise. But in essence, the aim of both sidelining and diversification is the same: "Find some blind items on which margins are better than those in appliances, TV, radio, and electric housewares. You'll do better on less volume and better margins than on bigger volumes with less profits."

The kind of merchandise retailers select to achieve these ends varies with locality, character of store, capital structure and even personal idiosyncrasies. But of some favorite lines there is no doubt. Power mowers, for example, lead the list in terms of distribution; 54 percent of the dealers in EM's survey handle them. They are now so generally

sold that it's reasonable to doubt whether they should be classified as a sideline. Because lighting-lamps and wiring supplies are so closely connected with the appliance business you might expect them to be widely sold, and they are: the former by 37.4 percent and the latter by 25.8 percent.

When you get away from these you begin to get some surprises. Furniture, for example, is handled by 23.2 percent and is first in volume for 17.4 percent and first in profits for 19.8 percent.

This makes it easy to understand why more dealers are considering adding furniture than any other sideline and why Editor McGuire reports of the Southeast, "The main route the business is taking down here is furniture. This is beginning to become standard practice among southern dealers, particularly those in small towns where appliances alone can't pay the rent. Plenty of key metropolitan dealers are going into furniture, too. They love the margins, the demand and the fact that it's tough to shop furniture." The same trend is apparent in the West, Midwest and Southwest. Even in the Far West, where dealers got rid of their wartime sidelines later than any other section of the country and have had trouble getting back in because all these former items are now the property

SIDELINES DISADVANTAGES

	Number Dealers	Percent Dealers
Take too much space	62	42.8%
Volume is too small	53	36.6
Take too much time	45	31.0
Unit sale is too small	35	24.1
Complicates employee relations and training	30	20.7
Profits are too small	19	13.1
Margins are too small	15	10.3
Too many service problems	15	10.3
Too many returns	2	1.4
Others	11	7.6
Total Dealers Answering	145*	100.0%

* Figures exceed totals shown because of multiple answers

of a multiplicity of small specialty stores, furniture has been the one big exception. Here some made their starts with dinette furniture. Others began with patio or lawn furniture. Others went all the way pursuing the trend described by Howard Emerson that even now seems to be taking place at Western Appliance and Furniture (see "Full-line Furniture: sideline Today, Mainline Tomorrow?" in this section).

Distributors Diversify too

Down South this interest in furniture hasn't been limited just to retailers. One Atlanta appliance distributor, for example, recently took on 13 lines of furniture.

Next to furniture, power mowers are reported tops in volume by more of the survey respondents (12.8 percent) than any other sideline, but when it comes to profits few dealers (8.6 percent) rate mowers as high as paint (9.9 percent).

Wiring supplies and lamps-lighting, as befitting old sideline standbys, score well in both volume and profits. Then there is a drop to the next best items—non-electric housewares, plumbing supplies, toys, and sporting goods, all of which rate well in volume. Profit-wise toys lead the other three in the favor of retailers.

National statistics, unfortunately, don't tell the whole story for every section of the country. In Minneapolis, for example, the big item is outboard motors. After furniture, carpeting and bedding, Chicago dealers lean to luggage, silverware and jewelry. In Atlanta, Georgia, both dealers and distributors are showing increasing interest in boats and motors. One distributor there has even made an arrangement with a second wholesaler to take the entire production of a Georgia boat manufacturer. In the New York, New Jersey metropolitan area merchants are looking at anything and everything that will meet their requirements.

That's where the hitch comes—in requirements. According to survey respondents the big advantages of non-appliance merchandise are: fewer service problems, less price-cutting, better margins, bigger net, more traffic, and fewer returns—in that order of importance. But sidelines also bring their own problems, among which are that they take too much space, return too small a volume, take too much time, and provide too small a unit sale—again in order of importance.

Who's Got the Money?

The one thing that few mention but which is, nevertheless, a major obstacle, is the cap-

ital required. In the Far West, for example, a shortage of working capital has been a serious deterrent to expansion during all of 1957. In order to add a sideline dealers there must either locate new capital or reduce their appliance-TV operations in order to release enough money to finance the new venture. If they take the latter course then they have to consider the matter of turnover. If a dealer gets a six-time turnover on his appliances-TV then he's got to do at least that well on most sidelines. In the South some retailers openly resist the addition of a sideline like boats and motors (which retail for as much as \$1,000) simply for the privilege of adding to their credit volume at a time when credit on appliances and television is tough enough to obtain. And some who have done it, reports EM's southern editor, have made the mistake of taking on lines that are less than the best—and suffered accordingly. "If you can't get a really top line," say southern dealers, "forget it, because you're not going to be willing to part with the time and money to merchandise a sideline that isn't sold."

Obviously, it takes money to get into sidelines. In the New York area it's likely to cost about \$5,000 to put a dealer solidly into sidelines although a modest inventory will cost less and a dealer can get started in some items for much less than \$1,000. While sideline inventories don't run as high, dollar-wise, as appliances, dealers caution that you can't sell many pieces from one sample the way you can with appliances. You buy them and move them and the next time you buy you may be adding an entirely new item to your stock—which multiplies the opportunities for making a mistake and getting overloaded.

Margins May Shrink

Better margins, while cited by most dealers as one of the sideline's most alluring features, can be misleading. True, they run at least as high as fair-traded electric housewares on many items—from 30 to 50 percent—

MORE ▶

Sidelines' Contribution to Overall Net Profit

	Number Dealers	Percent Dealers
Less than 1%	17	10.0%
Between 1 and 3%	15	8.9
Between 3 and 5%	12	7.1
Between 5 and 10%	27	16.0
Between 10 and 15%	23	13.6
Between 15 and 20%	24	14.2
Between 20 and 30%	10	5.9
Between 30 and 40%	15	8.9
Between 40 and 50%	15	8.9
Over 50%	11	6.5
Total Dealers Answering	169	100.0%

SPECIAL REPORT ON SIDELINES

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which should let a dealer average about 35 percent on the selling price. However, as more and more dealers get into them and competition increases these margins are likely to slide. In New York they already have. Dealers who have to match the competition of stores like Korvette and S. Klein find their margins down around 25 percent. Some New York retailers maintain that if you can't net at least three percent (see "Sunset's Sidelines Net 3%—Or Else") sidelines aren't worth the trouble. Most nets probably run higher—somewhere around seven or eight percent.

Retailers themselves recognize the problem of adequate space. As one puts it, "Take

on sidelines and you'll schlock up your store." With only so much space in the store, basic arithmetic indicates that when a sideline comes in, something else has to go out. Even though some dealers have found solutions as ingenious as hanging furniture from the ceiling (EM, Nov., p 71), and some sideline items lend themselves to stacking or to small displays, most dealers who have been really successful with them have had to sacrifice white goods and TV exposure and have turned over space-consuming center islands and pegboard walls to the new merchandise.

Once the decision has been made to sacrifice appliance space for sideline displays the next problem is the development of sufficient volume to compensate for the exchange. This, according to survey respondents, is not so easy to accomplish. Even if the item or items have been wisely selected in terms of the market and consumer demand, it may take considerable time before the store becomes known as a source and, of course, the items themselves may not provide a big enough

unit of sale to compensate for the time and effort required.

Can Sidelines Build Dealer Profits?

Nevertheless, it is evident from the survey and dealer comments that retailers are finding ways to go into sidelines and go into them successfully. It is also apparent, both from the disadvantages quoted and the case studies accompanying this report, that you don't just close your eyes and jump into sidelines without first learning how to swim.

But the most important conclusions to be drawn from the growing trend to sidelines concern its long-range effect on business: As more and more dealers add new types of merchandise they will become less and less vulnerable to ailments like a poor season in air conditioners or a slump in washer sales. And, in consequence, there will be less compulsion to resort to desperation price-cutting. The end result could very well be a saner, stronger, and more profitable appliance and radio-TV industry.

DEALERS PREDICT...

In Five Years

Sidelines Will Become ...

	Number Dealers	Percent Dealers
A much more important part of my business	86	40.4%
A slightly more important part of my business	54	25.4
No more important than they are right now	64	30.0
Less important than they are now	9	4.2
Total Dealers Answering	213	100.0%

Next Year Dealers Will ...

	Number Dealers	Percent Dealers
Add more sidelines	100	45.7
Just keep those I now have	98	44.7
Cut down on the types I am now carrying	21	9.6
Total Dealers Answering	219	100.0%

New Sidelines Additions, If Any, Will Be...

	Number Dealers	Percent Dealers
Furniture	25	20.3%
Hardware	10	8.2
Housewares	8	6.5
Kitchen cabinets	7	5.7
Sporting goods	7	5.7
Gift shop merchandise	5	4.1
Toys	5	4.1
Jewelry	4	3.3
Floor coverings	3	2.4
Records	3	2.4
Paint	3	2.4
Marine supplies	3	2.4
Outboard motors	3	2.4
Others	37	30.1
Total Dealers Answering	123	100.0%

SPECIAL REPORT

HOW SIDELINES MAKE PROFITS FOR THESE 12 DEALERS

1 It's the 33½ percent markup that counts



"FIVE PERCENT of our volume comes from sidelines," says Jack Rodenhouse, Rodenhouse Appliance, near Rochester, N. Y. "This includes waste baskets, pots, wheel goods, garden furniture."

"NOBODY thinks of asking for a discount on bulbs," says Jack Rodenhouse, who manages Rodenhouse Appliance, Inc., which is situated in the town of Irondequoit on the outskirts of Rochester, N. Y. "Yet these items have a 33.3 percent markup on cost and there are plenty more products like them which have similarly attractive markups."

Rodenhouse refers to a grab bag of sidelines, total of which represents five percent, or \$10,000 of his annual \$200,000 appliance-TV business.

"The return on these sidelines," says Rodenhouse, "when turned back into the firm, goes a long way to paying general store expenses—light, heat, telephone, insurance, rent. Everything but salaries."

This particular five percent sidelines figure breaks down to (1) under-\$1 items, like light bulbs, waste baskets, frozen food containers; (2) pots and pans priced from \$2 to \$12;

(3) wheel goods priced from \$10 to \$87; and (4) garden tools and supplies starting at 99 cents and ranging to hand lawn mowers at \$36.

"If you count power mowers," says Jack Rodenhouse, "then add another \$5,000 annually. Then there's paint, paint brushes and putty knives, which account for another \$5 to \$6,000 a year. Here again you can count on a one-third markup on cost."

This firm started in sidelines in 1946. Even then its appliance business represented 75 percent of its total volume. A sound plumbing and heating business represented the balance of its effort, providing a healthy cushion. Power mowers and power tools came later, and the paint department arrived about 1953.

With majors yielding 20 percent margins over cost, and TV running only 10 to 15 percent, better paying sidelines pull up the Rodenhouse average.—J.A.R.

2 Sunset's sidelines must net 3% — or else

WHEN metropolitan New York's Sunset Appliance & TV chain inaugurated a diversified sidelines business some months ago it did so with one single objective—to step up traffic flowing through its doors. Already 10 out of 21 outlets in the chain operate sidelines departments, but the objective has altered sharply.

"Now," says Sidney Steinberg, until recently merchandise manager, "traffics are on a self-sustaining basis. They must pay for themselves."

For one thing, Sunset's sidelines have a broad base in the form of product selection. For another, all of them have liberal margins to work on. Non-electric housewares, for instance, gross from 30 to 40 percent as a percentage of selling price. These include pots and pans, cutlery, mops, brooms, waxes,

cleaners, gadgets, and lamps. Garden equipment, including supplies and furniture, have similar margins. So do barbecue sets and accessories. Toys, however, yield only 25 percent.

On the other hand, electric housewares, radios, and phonographs, which are carried in the same department, can rarely be counted on to yield better than 10 percent.

"This means," says Steinberg, "that these products pull our initial department operating margins down to about 27 to 30 percent average."

Even this does not end the computation. "Every week we have markdowns," says Steinberg, "either for competitive reasons or because you accumulate slow movers. Then there's damaged goods and the like. When you average these out by the week or



"STAPLES AND SELF SELLING items dominate the mass displays on row after row of Sunset Appliance & TV's shelves. 'If sidelines can't net at least three percent,' says Sid Steinberg, 'they're not worth handling.'"

MORE ▶

SPECIAL REPORT ON SIDELINES

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the month, you come up with a net (gross margins before overhead) of from 20 to 22 percent."

Sunset officials are not pinpointing their actual net on sidelines after overhead.

"If you can't net at least three percent," points out Steinberg, however, "there's no point in handling extensive sidelines." Jack Vale, general manager of the chain, reiterates this view. "We'd throw them out if they couldn't do at least that," says Vale.

In merchandising sidelines, Steinberg says, "We stick to staples, products acceptable to customers. It's up to us to know what those are—through close contact with suppliers, by keeping our own request tally sheet, by watching what department stores are doing, and by keeping up with all competitors. The object is to sustain high volume, without getting caught with large carryover inventory."

Steinberg considers a five-time turnover of inventory to be good. Hypothetically, he indicates, "If a dealer can do \$140,000 a year on a \$20,000 inventory instead of \$100,000, that's turning inventory over seven times—a very good turnover."

Asked to cite a few "don'ts," Steinberg suggested (1) don't buy exclusively for price alone; (2) don't bite off more than you can chew with suppliers; (3) don't overprice merchandise; and (4) don't run a slipshod sideline business.

By following these guiding principles, Sunset's sideline business in those 10 outlets in which the departments operate represents close to 20 percent of total business. And half of this is accounted for by products other than electric housewares, radios, and phonographs. Sunset's goal, still a long way off, is to boost the traffic sideline percentage of total business closer to 50 percent.—J.A.R.

3 Typewriters return 40% in a small town

THE most successful sideline sold by Gordon Electric Co., Albert Lea, Minn., are typewriters. In 18 months, they have found typewriters relatively painless to handle and easy to sell, particularly to the high school and college crowd and the parents. Though the business is largely seasonal, Bert Gordon finds the profit potential high enough to keep them in his store all year long.

Gordon Electric handles two lines of portables, the Remington and the Smith-Corona, on an exclusive basis in Albert Lea. He handles only portables as he has "no intention of getting into the office supply business." Gordon tempers this, by pointing out that Smith-Corona's introduction of an electric portable may make it possible for him to do

some specialty selling to professional and small office people.

So far as Gordon is concerned, the three attractive features of the typewriter business are: a 40 percent margin, limited inventory and easy financing. A stock of just 20 pieces, with a retail value of about \$2,400 keeps a full supply on hand except at the peak selling period. Gordon is able to offer typewriters for \$1 a week or monthly at \$4.33. This is a factory deal which costs Gordon \$2 per unit but removes all headaches as the paper is strictly non-recourse. Some 85 percent of Gordon's typewriters are sold on the factory plan and are financed.

The special problems of handling typewriters are only two, and are comparatively minor. Particularly when selling to girls, Gordon finds color important and a possible hitch since "they always seem to want the one you just sold." Also, typewriters come in two different styles of type, pica and elite, and an occasional inventory problem arises from this.

Selling, Gordon finds, is easy. "The pitch is 'educational,' and typewriters are bought to fill a need. 'It seems to be a fact,' says Gordon, 'that the use of a typewriter does improve almost any student's grades.' In addition, Gordon thinks, many sales arise out of the 'keeping up with the crowd' that teenagers feel necessary. Promotion consists mainly of prominent display in the store and in the window, and occasional mentions in the firm's regular ads, particularly at the peak selling season starting in August.

The most sold models are in the \$132.50 to \$145.00 price range, and Gordon expects to move 100 units this fall. There is no price advantage in buying in quantity. Gordon expects to turn his inventory seven times this year. Later, with added experience and an increased "name" in Albert Lea, Gordon thinks that he will be able to hit a 10-time turn.—K. W.



DEMONSTRATING A TYPEWRITER Bub Gordon has an almost assured sale with this schoolgirl customer. Almost entire typewriter business is sold from this small rotating fixture.

4 Luggage pays a \$2,000 minimum profit



SELLING SAMSONITE, Larry Benzik of S. Benzik & Sons, Chicago, makes a quick sale on an item the customer carries away with her. For Benzik, this means good turnover, good profit.

PICKING a sideline was easy for Steve Benzik three years ago. When he opened a new store on Chicago's North Side, he had the requests of many customers to guide him in picking Samsonite luggage. This year, S. Benzik and Sons will sell from 400 to 500 pieces of that single brand.

Benzik likes luggage as a sideline because it turns over good profits—\$5 to \$8 a piece, his brand is comparatively exclusive, it has good acceptance ("Everybody needs luggage"), and he gets no headaches. With a price range from \$15 to \$35 covering the whole line, selling luggage is an easy job, most sales are cash, the customer carries his purchase out, and service provides no kick-back from customers.

When and if a piece of luggage is defective, Benzik just replaces it and his supplier makes it good. If it's an older piece, he can get it repaired "just like new" and returned to the customer. In either case, the customer brings it in to him, and comes to pick it up. Benzik puts no time at all into luggage service transactions, except for stops at the supplier's when a delivery takes a truck nearby.

Customers for luggage are the same customers who buy appliances and radio-TV from Benzik. The business isn't seasonal, and Benzik's two small display racks keep turning in their profits all year round, justifying their central position on his sales floor.

Inventory runs about 100 pieces at all times. Though there aren't many different sizes and styles, luggage does come in colors, and Benzik finds that they must have adequate back-up stocks. Samsonite is also available from other retailers, and a customer who doesn't walk out with the wanted item in his hand can walk in somewhere else and fill his needs at the same price. A complete inventory short-circuits this. Besides, according to Benzik, he doesn't have to worry about dead stock, as styles don't change enough to obsolete anything.—K. W.



SELLING PAINT is a snap according to L. J. McWilliams of Cawthon & Hollums, East Point, Ga. This sideline has helped to build both traffic and profits for the store. The firm's paint inventory is worth approximately \$3,000.

5 Paint sales never dry up

PAINT pays off for the Cawthon & Hollums Appliance Store, 225 W. Washington Ave., East Point, Georgia, an appliance and heating equipment firm that's also a full-line Sherwin-Williams paint dealership.

In a 27-foot section of wall space, the entire Sherwin-Williams trade products line occupies 48 32-inch shelves. In addition to the manufacturer's basic paint line, Cawthon & Hollum also carries its popular Kem products line (Super Kem-Tone, Kem-Tone and Kem-Glo), as well as shellacs, pure oil colors, concrete paint and primer, wall and floor primer and sealer, varnishes, linseed oil, solvents, brushes, rollers and pans, paint pots, scrapers and sandpaper. Together with back-up stock of the more popular colors and finishes, the appliance firm's inventory in this department is worth about \$3,000 at cost.

According to Jay Cawthon, head of Cawthon & Hollum, the firm picked paint as a sideline because it's both an excellent traffic-builder and profitable. An initial order of about \$1,200 put the company into the paint business. Though markup varies by type of product, 40 percent over cost is an average figure throughout the line stocked by the East Point firm.

Cawthon & Hollums does an average yearly volume of \$18,000 in paint and associated products. This, against the background of a total gross in excess of \$550,000 (\$12,000 of which is represented by additional sidelines of bicycles, sporting goods and selected hardware items). The store's paint volume crests in spring, ebbs in winter, but never dries up altogether.

Cawthon finds paint relatively easy to merchandise—no experts required. Selling it is simplified for his five regular appliance salesmen by price sheets, color charts and the complete use, mixing, thinning and area-coverage information included on each can's label. Reordering is left to the wholesale salesman, though his recommendations are checked.

Figures obtained from Sherwin-Williams in Atlanta indicate that an initial order of

about \$600 will buy a fairly representative stock of this particular maker's full line, while dealerships for Kem products only can be opened up for about \$300. Sherwin-Williams' insistence on Fair Trade agreements with retailers is indicative of the company's effort to maintain its retail price structure. It's said to lop off price-cutting dealers without hesitation.—B.McG.

6 Electronic organs play a profit tune

TEN months ago, a teen-age interest in music came back to Ed Gulliksen when he saw a new line of electronic organs in a distributor's showroom. "When I found out you could get a little organ to sell for \$695," he says, "I figured there was a potential there." The potential has proven strong enough to provide sales that justify an inventory of 15 organs for the E.A. Gulliksen Co., Chicago, appliance retailers. Gulliksen likes electronic organs because they provide big ticket sales and full margins, with no price-cutting competition—an important feature in Chicago's market. He handles the Thomas line.

According to Gulliksen, the organ business is "clean" all the way around. He has already started trading in instruments sold last spring on bigger models, and finds their resale value holds up "better than Cadillacs." He sent a man to the Thomas service school, and that, so far, has been enough to handle the very few complaints he gets.

In his ten months' experience, Gulliksen has found that musical experience is not necessary to sell organs. Ray Quill, Gulliksen's right-hand man, has mastered a usable rendition of Brahms' "Lullaby," and enough chords to be able to convince the most bashful customer that he, too, can learn to play.

With a price range from \$695 to \$1195, and step-ups at \$795 and \$895, the market would seem to be limited. Gulliksen says this isn't so. The instruments are not impulse items, and usually require more than



DEMONSTRATION by a self-confessed "B-flat idiot" sells electronic organs for Ray Quill (center) of E. A. Gulliksen Co., Chicago.

one sales pitch, but Gulliksen is convinced the market is a broad one. For one thing, most of his sales are to middle-age customers who want them for hobby and leisure purposes rather than to musicians or to people buying them for their children.

Another fact that makes Gulliksen think the high price is no deterrent comes to light when the sales are closed; one out of four pay cash on the barrelhead. For the 75 percent of his organ sales that are financed, Gulliksen finds banks are very happy to provide the money. This is another place where the value-holding instruments pay off. Most deals run three years.

To get the line, Gulliksen must keep five units in stock, but he keeps 15. The factory provides a 90-day guarantee; Gulliksen extends this to a year on his own. Appliances and furniture pay the freight for Gulliksen, but he enjoys selling organs—both for profits and pleasure. As far as Gulliksen is concerned this is one sideline that's at Gulliksen's to stay.—K.W.

7 Outboard motors mean \$17,000 a year

MOTORS make money for E. Bassin, owner of Modern Electrical Appliance Company, 3445 Stewart Ave., Hapeville, Georgia. In 1957, the 30 Mercury outboards Bassin sold contributed some \$17,000 to his approximate gross of close to \$200,000, thus proving a worthwhile adjunct to his substantial sideline business.

Of Mercury's 13 outboards, the store stocks seven, takes orders for the rest. Value of the firm's motor inventory is some \$2,500 at cost. Markup is a solid 33.3 percent.

A 25-hp manual-starting model costs Bassin \$285, lists for \$387; while Mercury's huge 60-hp motor costs \$691 and carries a \$988 retail tag. Bassin finds prices remaining generally firm until demand begins to drop with September's leaves.

The store also carries three boat lines, representing construction of marine sheet plywood, welded plywood and all-aluminum;

MORE ▶

SPECIAL REPORT ON SIDELINES

CONTINUED



THE 30 Mercury outboards which Ed Bassin (right) of Hapeville, Ga., sold this year gave his volume a \$17,000 shot in the arm.

two boat-trailer lines (\$119 to \$249 retail); and marine paints, marine hardware and accessories. The markup over cost in some of the latter is very good (40 percent in accessories, 33.3 percent in paint).

Much of Bassin's motor profit comes from trade-ins. Most prospects have outboards to trade, and those who don't are fair game for a complete boat-motor-trailer outfit. The dealer takes in chiefly 10 and 15-hp units, while 30's and 40's represent most of his replacement sales. He allows about \$50 on the average 10-hp motor toward a 30, but has gone as high as \$100 on this model. Cream-puff 10's less than two years old will resell at around \$150. His trade-in rule of thumb is to come up with 15 percent on the new motor and own the trade in the bargain.

One of Bassin's appliance servicemen handles outboard repairs, working with a \$250 set of special tools and from a distributor-recommended \$900 parts and accessories inventory. He picked up the knack in short order. "If you know power mowers," he says, "you get to know outboards."—B McG.

8 Sporting goods are quick, clean and cash

RECENTLY, Georgia-Carolina Appliance, 609 Georgia Ave. in North Augusta, S. C., set out to broaden its operative base, build traffic and increase the incoming flow of cash—without ballooning big-ticket inventory or significantly upping its cost of doing business. That's a tough order, but two sidelines—



THESE KIDS in the new sporting goods department of Georgia-Carolina Appliance Company will come back again with mom and dad in tow. Here, co-owner Tom Parker officiates.

sporting goods and toys—are filling it for the \$190,000-a-year firm.

Of the two, co-owner Edgar Smith finds that sporting goods provide larger and steadier volume. In Georgia-Carolina's amazingly extensive \$2,000 to \$2,500 sporting goods inventory is equipment for baseball, football, basketball, golf, fishing and boxing. Out of a stock that ranges from three-for-a-nickel sinkers to \$39.95 rod and reel sets, the store offers decoys and hunting jackets; duelling swords and target pistols; golf carts and picnic coolers; creels and thermos bottles; seines and slingshots.

Overnight delivery from its Atlanta distributor lets Georgia-Carolina stock sporting goods horizontally. Little back-up stock is needed. Markup over cost is 40 percent on most items, but freight and packing costs pull it down to 33.3 percent on heavy athletic equipment.

The line fits perfectly into the firm's current campaign to keep credit volume to 25 percent of gross. It's almost a pure cash proposition, with sufficient turnover to maintain a steady infusion of good green dollars into the business. Practically no new accounts are opened for sporting goods, though paid-outs and near paid-outs are given credit in the line if they wish it.

In its few months with the line, Georgia-Carolina has done well. Smith expects it to hit a first-year gross of \$25,000 with no struggle. That achieved, he'll expand the sporting goods department into occupying half of the store, will flog it to the point of yielding half of the firm's dollar volume. Boats and outboard motors will help key this expansion.

Best movers so far have been golf balls, baseball equipment, bows and arrows, and fishing tackle. Smith characterizes sporting goods as "clean, quick and cash." He's especially pleased with their traffic-building qualities, and their ability to "bulldoze the hills and valleys out of the graph."—B.M.G.

9 \$35,000 in floor coverings from a \$300 display

FLOOR coverings represent only one sideline for Tom Murphy of the Home Shop in Willow Lawn Shopping Center, Richmond, Va., but Murphy has an idea that carpet, tile and linoleum will turn out to be his best sideline.

The head of the recently enlarged store, which also sells appliances, television, house-



TOM MURPHY of the Home Shop in Richmond, Va., has discovered in floor coverings a sideline much to his liking. Murphy, who handles carpets, tile

wares, unpainted furniture and giftwares, is aiming at a first-year floor coverings volume of \$30,000, is sure he can make it. In the meantime, he's in the business for nothing more than some \$300 worth of displays. His distributor does his stocking for him, gives him same-day delivery on tile and linoleum and two-day service on most carpet orders.

Murphy finds markups in floor coverings much to his liking. Carpets show about a 35 percent markup over cost in ready-cut standard sizes, and this jumps to 45 percent in roll goods, from which come wall-to-wall carpets and other custom orders. Tile and linoleum return Murphy from 35 to 40 percent on his investment.

The Richmond dealer has an agreement with a local floor coverings installer to handle the Home Shop's work. He gets between \$1 and \$1.25 per square yard for laying carpet. Tile and linoleum installation charges vary greatly, depending on the condition of floors and the complexity of floor plans. Murphy's willingness to submit one blanket statement for materials and labor on a Home Shop billhead creates customer confidence, has even clinched some sales.

He likes floor coverings because they're clean, serviceless, difficult to shop, and because they fit in well with appliances and television. He finds prices generally firm, despite the existence of a few seconds-peddlers against whom he has no trouble selling. "If you'll only remember that you're actually making a contribution to the interior design of the customer's home," says Murphy, "you'll be able to sell floor coverings on the basis of what you're going to do for him, not merely what you're going to charge him. It's this that gets you full markup."—B.McG.



and linoleum finds markups on the first item range from 35 to 45 percent; on the latter two up to 40 percent of his investment.

10 \$1,000 in sales from a small stock of barbecues



BRAZIER DISPLAY at Haskins Appliance takes shape at hands of Mrs. Catherine Haskins, and salesman Ed Merrick.

SPRING and summer sales of outdoor grilles and braziers chalk up volume for Haskins Appliance, 1197 Lucile Ave., SW, Atlanta. This is an approximately \$125,000 business operated by Mrs. Catherine Haskins and owned by she and her husband. Though 1957 was no standout in the store's outdoor cooking equipment operation (a volume of about \$1,000), this phase of the business grossed twice that much in 1956 and '55.

Mrs. Haskins sells two major lines, Kamkap and Big Boy. She maintains a stock of only about \$150 at cost in both. An unusual pricing structure, tailor-made for was-is promotion, prevails in the selected models of Kamkap with which her distributor supplies her.

For example, the Kamkap brazier line begins with a unit that carries a manufacturer's "list" of \$14.98, a "Georgia retail price" of \$9.98 added by the distributor (this is the actual selling price), and a one-to-five unit cost of \$6.66. Top of the brazier line "lists" at \$79.98, has a Georgia retail of \$59.98, and a cost of \$39.99. Georgia retail on the Kamkap wagons Mrs. Haskins sells ranges from \$19.98 (this unit costs her \$13.32) to \$44.98 (cost: \$29.99).

Big Boy cooking equipment, on the other hand, sells at firm prices in the state, with a straight discount of 33.3 percent off retail for the dealer. In this line, braziers list at \$14.95 to \$99.95, while wagons range from \$59.95 to \$299.95.

In both lines, there's an almost unending stream of accessories, from fire-lighting products, skewers and electric lights to hook-on work tables, meat thermometers and smoke adapters for cooking smoked food. The average accessory discount off list is about 35 percent (off Georgia retail, in the case of Kamkap).

Instead of trying to remain current with

the great many types and sizes of units available, Mrs. Haskins stocks a few basic braziers and wagons, then uses spec sheets to show prospects how they can be accessorized from motors to bun boxes. Selling accessories has proved profitable for Haskins Appliance—an order for \$50 or \$60 in accessories with a basic unit isn't at all uncommon.

Small stock, the strictly cash pattern of the business, low delivery incidence, absence of service and a good volume in add-on sales help make Mrs. Haskins happy with her outdoor cooking equipment operation.—B.McG.

11 Volume in models will level at \$1200 a month

HIGHER priced lines of model airplanes, boats and cars have grossed \$800 a month—at a 50 percent gross profit—during a trial period as the first step in diversification for appliance-TV dealer, Gregg's, East Palo Alto, Calif.

Without advertising or promotion, an 18-ft. counter and one rack, stocked with about \$3,000 worth of packaged plastic models, miniature gas engines, kits for gas driven airplanes, boats and autos, has been showing slightly more than 2-times turnover. With a promotion program getting underway in October, owners H. E. and Ella Vandervoort expect that volume will be increased to, and leveled, at about \$1,200 monthly.

Gregg's is making a success with models and accessories because:

- The owners have begun diversification with a line which fills a definite customer need in their market area.

MORE ▶



MODEL KITS and accessories bring \$800 a month at a 50 percent gross to Gregg's Appliances, East Palo Alto, Cal. Costs are low because appliance serviceman Stark (right) handles department.

SPECIAL REPORT ON SIDELINES

CONTINUED

• The Vandervoorts are selling a product which can be handled by the present store staff with a minimum of sales cost.

Gregg's has a steadily increasing market for 'plane, boat and auto models because the store serves a middle-class residential area two miles from the nearest specialty model-toy shops in Palo Alto and Stanford—with an interstate freeway slicing between the markets. The area is primarily post-war homes of families with children now reaching the 8-14 year group. Boys and young men can bicycle safely and easily to Gregg's for anything from a spare propeller to a \$15 gas engine airplane. Parents needing to accompany their children for models or accessories can drive to Gregg's in a couple of minutes, and face no parking meters or problems.

The low selling cost which keeps the net profit at a pleasant level results from the model department being located adjacent to the small appliance repair department. This permits the repairman, Dick Stark, to handle customers for models and accessories by taking just a few minutes from his bench. And because of his mechanical ability, Stark builds the reputation of the store in this field by being able to help the beginner with technical problems of assembly or operation of the more complicated models.

The success with models has encouraged Mr. and Mrs. Vandervoort to plan expansion into fields that serve the same needs. Adjacent to the models will be a sporting goods department, specializing in hunting and fishing equipment. Trial runs on a few items already have proven the need for such a stock in this market area.

This diversification at Gregg's is being done without neglecting its major effort in Philco-Bendix and Westinghouse appliances, plus special sales efforts in color-TV and hi-fi.—H.J.E.

12 Furniture soon may account for half our volume

“WITH us, furniture is a \$15,000-\$45,000 a month sideline eleven months after we expanded into this field—but we can see that someday soon it may account for more than half our volume,” says Dean Cowger, manager of Western Appliance Co., San Jose, Calif. This long established appliance-TV mass merchandising firm headed by Franz Niederauer, long in the million-plus gross class, has merchandised minor sidelines like gardening equipment, patio and kitchen furniture for many years, but became a full-fledged furniture concern only in November, 1956.

“We went into full scale selling of furniture for two reasons,” says Cowger, “and

each is tied to a five year projection of our business:

• “First, we had to look for a way to assure a steady, and preferably an increasing dollar volume.

• “Second, we wanted to move in a direction where there is a good profit potential as well as volume.

“We have been keeping our share of the appliance-TV business, and we'll probably get a bigger share—but we don't see the industry increasing during the next five years at the pace it has shown during the last 10 years. Our costs are going up steadily—and we have a 47-man organization to keep going. Furniture seemed to offer the best chance to increase our volume; it is the closest home goods line to appliances,” Cowger states.

“We felt that furniture in the long run would solve not only the volume problem but the profit problem too. We could force our appliance-TV sales to a much higher volume, but it would mean going beyond the point of no return—we'd just be turning over goods for the manufacturers and distributors—our costs for the extra volume would be too high. We felt that we could take advantage of having many thousands of people already familiar with doing business with us and sell furniture at a lower cost and better profit than we could achieve by finding new prospects for appliances and TV. And it is working that way, although we are really just getting underway.”

Western Appliance (it is just now adding “and Furniture” to its corporate name) is carrying an inventory of about \$15,000 of furniture of every type. Nearly two-thirds of its many-roomed store located on an inter-city traffic arterial, is devoted to furniture displays. This year, Western will turn over its investment at least 12 times—its investment, not its stock, because nearly 5 percent of the furniture sales are special orders. Profit-wise, Western has been realizing “definitely a higher profit than on appliances and TV,” says Cowger, and from in-store observations it would appear that Western is realizing about 50 percent gross—or a 100 percent markup, as furniture is figured.

Niederauer's organization is merchandising its furniture department with the same techniques that has made the store the largest single store retailer of Frigidaire appliances in possibly the whole Far West—heavy newspaper and radio advertising tied to low prices, plus in-store promotions designed to bring families to the store on Fridays and Saturdays—give-away radio programs originating in the store window, personal appearances of clowns, TV-show MC's, etc.

“The appliance-TV dealer has to think more than twice before going into a full line of furniture,” Cowger cautions. “We found these factors important:

• “We had to break into the market through price appeal—whether we liked it or not. In the first place, our steady customers thought of us as a place for the best price on appliances and television—so we had to carry their thinking right through into furniture. And, of course, we went into furniture in competition with many well-established furniture concerns in the area. We had to offer more dollar value to the public to stand a chance of breaking their buying habits with the older firms—this meant careful buying on our part, heavy promotion, lower mark-up, and as a result somewhat less profit. But now that a year has passed and we are established, we are starting now to upgrade our lines in all furniture departments.

• “A full sized furniture department has to have someone's full time management—it can't be tacked onto an appliance manager as an extra job. The furniture manager must have experience in that field, because it is not the same as appliances and television—it takes different background and a different way of thinking. Buying is very critical—and it is different. You have to see the goods. And you can't buy what you like, you have to buy what the public wants.

• “And you can't sell furniture through your appliance-TV salesmen,” Cowger concludes. “It takes men with different outlook, a different method of handling the customers. We are trying to train some of our appliance men to handle furniture, but it is not an easy thing to do.”—H. J. E. End



FULL-LINE OF FURNITURE has become a \$15,000-a-month sideline at Western Appliance in San Jose, Calif., may eventually exceed sales of appliances-TV. Store devotes two-thirds of space to furniture.

BETTER HOME

merchandising

ROOM AIR CONDITIONERS: "Instruction" Circulars Jolt Customers

Shocker door-to-door circulars to 20,000 neighborhood families aided dealer Irving Adritz, Ad-Ritz TV & Air Conditioning Corp., 93-07 63rd Drive, Rego Park, Queens, N. Y., to boost his pre-season air conditioner sales last year to 100 units. This productive better home merchandising idea is already spearheading his push for pre-season 1958 business.

Dealer Adritz starts with 8½x11-inch pages, featuring such shock headlines as "WARNING!" and "INSTRUCTIONS!" These eye-catchers are followed by advice to tenants, making the circulars at first glance seem a notice from landlords. Neatly woven in the copy are specific details about room air con-

ditioners—information on wiring, filters, the firm's "7-Point Service Special" for \$9.95, and other services offered by this dealer.

ODD-MOMENT PAYOFF. Ten thousand circulars go out at one time, starting in November. High school youths distributing the circulars for Adritz stick to apartment dwellers in the immediate neighborhood, stuffing them in mailboxes and under doors. Coverage is indiscriminate and requires no elaborate planning. In fact, Irving Adritz prepares and sends out the circulars whenever things are slow in the shop and he can prepare the copy and run off the imprints.

Last year's air conditioner unit sales, mostly in Fedders, ran over 200, a 33 percent increase over 1956. Twenty percent of all transactions represented service jobs, the balance new sales and installations. And Adritz attributes his percentage sales jump to his circulars program.

LESS THAN ONE CENT APIECE. How much did the circulars cost?

"About three-quarters of a cent apiece," says owner Irving Adritz, "or about \$37 per 5,000. And it's more effective than direct mail or newspaper advertising. It also gives us a chance to promote confidence in our store rather than concentrate on price."

IDENTIFICATION: Photo Contest Establishes Name

A 10-year association with another local appliance firm that carried his name before he opened another firm has necessarily given a "new location" approach to many promotions staged by Harry Snook, head of Harry Snook's, Inc., 7th and Pecan, Charlotte, N. C. Recently, he came up with an activity that had all the elements of a good location-builder, plus some marked effect in the fields of goodwill and mailing lists. For three days, parents were invited to take their kids (six months to eight years) to the store, where a portrait photographer would register the parents, then take a color picture of each child.

Every subject automatically became an en-

trant in a "personality contest," to be judged from the pictures. As such, each was eligible for one of three grand prizes (encyclopedia, table radio, electric train), plus enlargements. Parents were instructed to return the following week to pick up their free 3" x 5" color prints, one per child. The 800 who did so found the pictures attractively mounted in advertising-free folder frames. Another 150 prints were mailed out. The promotion (cost: about \$850) boosted volume, created goodwill by the bucketful, and put fresh names on Snook's mailing list. More important, it got 1,096 consumers into Harry Snook's—then, after a week, brought 800 of them back again.

RECORDERS: Xmas Music Sells

Visitors to Skagg's of Denver, Colo., at Christmas-time get to hear taped reproductions of music presented in a way that in one recent season sold 17 expensive recorders.

NO SKILL REQUIRED. On a table just inside the door Skagg's placed a \$289.95 tape recorder and kept it running throughout store hours. Prospects attracted by the sound saw a small sign reading, "This music was recorded by a 17-year-old boy with no previous experience. Anyone can do the same." What produced customer interest and the eventual 12 sales was the fact that music of such superior quality had been recorded by an amateur.

RANGES: Broadcast Brunch Doubles Sales

It's good merchandising to tie into a utility's electric range promotion, but it brought better results for Pierce Supply Co., Orange, Texas, when dealer L. D. Turner invited his prospects to the store for brunch cooked on an electric range during a live radio broadcast from the store.

SMALL INVESTMENT: Pierce invested \$250 for radio time, got 15-minute shows three times a week for five weeks. Not only

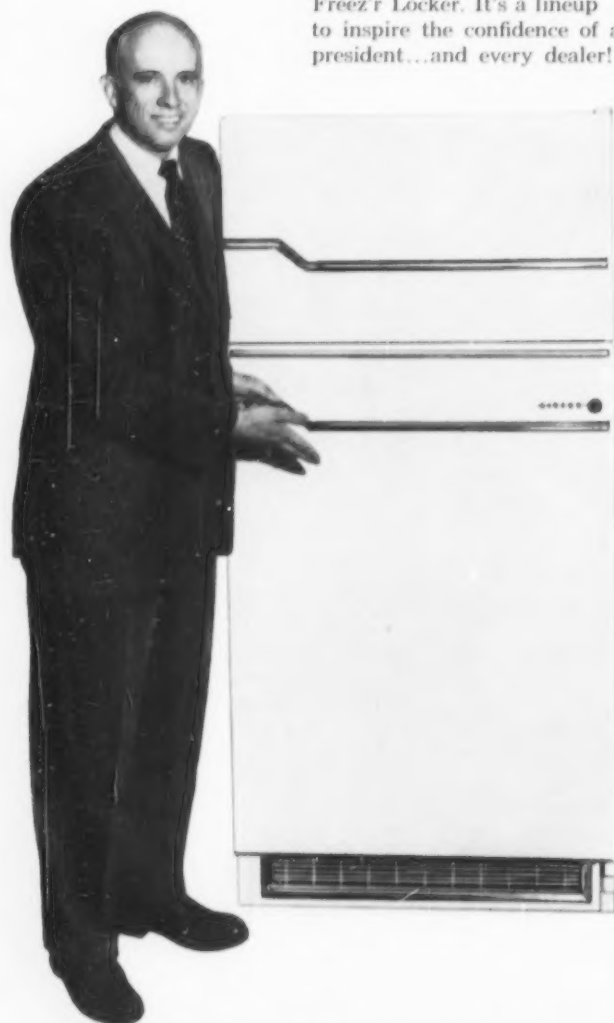
were prospects pleased with their meals and the operation of an electric range, but Turner was able to broadcast prospects' impressions so that listeners were equally impressed. The program's aim was to sell ranges, but the technique was to increase interest in the range through explanation of its operation during broadcast demonstrations. By keeping a telephone handy during the broadcast, the audience actually heard transactions completed and sales made. Range selling features

were explained primarily by letting in-store prospects ask the questions during the radio show. As a result, the 15-minute show turned out to be an effective 15-minute commercial.

RESULTS: In addition to radio time cost, \$30 was expended for a phone line and \$20 for food. During the five-week period, the store more than doubled its total sales over any previous five-week period in the history of the establishment. *End*

"Open this
refrigerator
door and you'll
close the sale,"

asserts Chuck Gibson,
president



Gibson's new refrigerator line warms the cockles of Chuck Gibson's heart. And well it should. A really serious prospect is half sold *before* you open the door. Gibson Trimline, the trim new line of modern living, presents an appealing front to America's style-conscious women. And with Gibson, you have something for everybody: two Super Custom 2-doors (18.5 and 14 cu. ft.), two 14 cu. ft. models, both packed with features modern women *insist* upon, and an 11.92 cu. ft. price leader that makes no compromise with quality. Not to mention two Space Saver models, both only 24 1/2" wide, one with and one without a Freez'r Locker. It's a lineup to inspire the confidence of any president...and every dealer!

THREE OLD PROS

introduce the new 1958 Gibson line

Reading from left to right: Confidence, born of growing up in the appliance industry, in the person of Chuck Gibson, president; sales savvy that springs from decades of feeling the public buying pulse, as demonstrated by Sol Sweet, executive vice-president; and a tall package of well-tempered enthusiasm named Bill Conley, vice-president, sales.

Three old pros from Gibson, each with a piece to speak about the 1958 Gibson line. Their confidence, sales savvy and enthusiasm are rooted in a combined knowledge of the appliance industry it wouldn't be easy to match. And these men know *your* side of the business as thoroughly as they know their own. When they say, as they do, that the 1958 Gibson line is slated for sales success, you can start oiling up your cash register.

But first, see your independent Gibson distributor. He's armed with a bulging portfolio of information about the 1958 Gibson line that includes a complete promotional package. And he's ready to talk turkey.

Not everybody talks about the weather. Gibson dealers talk about Air-Sweep, the exclusive Gibson feature that makes a good air conditioner selling year out of any year. Three different series, each with Trimline design, will make their 1958 debut soon.

Press time news flash! Gibson's anxiously awaited De-Humidifier is off our designer's drawing board, about to go into production. You'll hear more about this newest entry in Gibson's new line soon.

IN '58... get going...

"It's 30" of
sales dynamite,
waiting to be
triggered,"

forecasts Sol Sweet,
executive vice-president

Sweet talk? Hardly that. Sol Sweet doesn't go in for it. But he's a man who can spot an appliance best seller by reading the engineering blueprint. And he makes no secret of his views of the '58 Gibson range line. The 30" range shown here is just one model in a line that also includes two other 30" models, a 40" model, and a feature-packed apartment-size range. Put them all together on your sales floor and you've got a compact, eminently salable line of modern ranges for the modern household. Gibson calls them Trimline. You, like Sol Sweet, will happily call them "sales dynamite."



"I'd almost be
willing to bet you
could sell this
Gibson freezer
to an Eskimo!"

ventures Bill Conley,
vice-president, sales

Bill Conley's enthusiasm may be a *little* out of hand, but it isn't misplaced. You should be able to sell one of the freezers in Gibson's '58 line to almost anybody in the market, Eskimos excluded. Trimline design, capacities ranging from 355 pounds to 668 pounds, uprights (4) and chest-types (2), ironclad Food Warranties from one end of the line to the other. That's a lot of selling story by itself and we haven't even mentioned the arm-length list of product features. Don't take Bill Conley's confidence lightly until you've seen the '58 Gibson freezer line. It *could* happen to you!



get Gibson
refrigerators electric ranges freezers air conditioners dehumidifiers

© Gibson Refrigerator Company,
Greenville, Michigan
Division of HUPP Corp.

MAJOR APPLIANCE SERVICE

EDITOR'S NOTE: This is the eleventh and last article in Mr. Brockwell's series on major appliance service. In a revised and expanded form these articles eventually will be published as a book as was his first series on small appliance service (*Small Appliance Servicing*, McGraw-Hill Book Co., \$4.50).

By P. T. BROCKWELL, JR.

11. How to Make It Pay

Even if you don't expect to get rich on service you don't want to lose your shirt—which means careful attention to the establishment of labor rates, callbacks, parts prices, scheduling calls, and even the little details of serviceman behavior



If you were to ask three of your competitors what "making a service department pay" means, the chances are you'd get three different answers. One dealer may want his service department to be entirely self-supporting and to yield a reasonable profit; another may be satisfied to break even on repairs; still another may be willing to tolerate slight losses on service, feeling that such losses are offset by the indirect gains from new-appliance sales resulting from leads furnished by his service department.

Sometime you may wish to experiment with your retail labor rate, shaving it till you break even; or you may even consider subsidizing your service department. But since losses are easy enough to come by during the early months of any new venture, it is much more advisable with an embryo service organization to establish a retail price for labor which holds promise of a fair profit.

Pricing and Terms

Time Charges. To persons who are not familiar with the appliance service business, the labor markup which we shall suggest may come as a shock. But it must be remembered that these rates cannot be compared with any of those used in the contracting trades. Electricians, for example, often go directly from their homes to a job and stay there all day, thereby giving their employers a full eight hours of productive work.

An appliance serviceman, on the other hand, may average 25 percent or more in travel time, depending upon the area he serves. Careful routing, of course, holds this figure to a minimum. And though the rural serviceman has greater distances to travel be-

(Continued on page 52)



The *Confident* Wife whose job is *wizard*

With more demands on her time, and a determination to keep young and fresh, today's young reader-wife knows she must use the most modern home appliances. These time savers take the drudgery out of her daily tasks. Their magic reveals her as the wizard she *has* to be!

That is why she reads the appliance pages in Good Housekeeping. She knows that every appliance, large or small, on editorial or advertising pages, has been checked by the famous Institute.

And she knows that Good Housekeeping gives her more than twice the pages on Home Furnishing and Appliances than its nearest competitor. She learns more—feels *sure*—when she sees it in Good Housekeeping!

136.0
PAGES

GOOD
HOUSEKEEPING

Good Housekeeping gave its readers 116.5% more editorial service pages on appliances, home furnishings and home management than its nearest competitor in the first nine months of 1957 (Lloyd H. Hall Co.)

27.4
PAGES

MAGAZINE
B

62.8
PAGES

MAGAZINE
C



The buying guide of 31,000,000 women (Crossley)

She's so sure when Good Housekeeping says so

The November issue reached a high of more than 4,200,000. (Pub. Est.)

A Hearst Magazine



New General Electric to get your full share of

*Realistic Big Ticket Plan, available through
the help you need—from*



For as little as \$180.00—a 10% down payment—you may be able to put a G-E Display Kitchen like this on your floor. And that's only the beginning. Read these pages and find out more!

TODAY'S astonishing kitchen appliance market, with its heavy trend toward *complete* kitchens, is big, booming—and begging for attention.

Its surface has barely been scratched.

Now Big Ticket comes up with a complete program of all-out assistance to let you capitalize on this opportunity. Now you can sell the *most wanted line* of complete kitchens—practically on a shoestring.

We're not asking you to swallow that whole. We want to tell you what you get on Big Ticket—from beginning to end.

First of all: realistic financing. Big Ticket begins by giving you the most effective selling tool in the business—a sparkling General Electric Display Kitchen—on credit terms available through General Electric Credit Corporation.

For instance, for as little as 10% down, you may be able to put a display kitchen on your floor. That's *all* the inventory you need. Your General Electric distributor supplies the units you sell *as you sell them*.

How do you pay for these sold units? Under its Work-in-Progress Plan, General Electric Credit Corporation will finance your total outlay for major appliances until your customer's kitchen is completed and accepted.



You sell without inventory! Your General Electric distributor supplies all appliances *as you need them*.



You sell the most preferred line in the business! Independent surveys prove General Electric ranks first with women.



You sell the most pre-sold appliances! Wherever you look—or listen—there's G-E Major Appliance advertising.

sales plan helps you the rich, ripe kitchen market!

*your General Electric distributor, outlines all
floor plans to finance plans!*

Now . . . about customer financing: New General Electric Credit Corporation Kitchen Modernization Plan lets you sell for as low as 10% down with less than typical monthly car payments spread over not 1, not 3, but 5 full years.

To help you handle installation—and get the extra profits that go with it—your General Electric distributor's factory-trained specialists will work day-by-day, step-by-step with you on selecting and setting up a complete installation staff.

That's only the beginning. General Electric distributor experts will be at your service to help plan your kitchen layouts, color schemes, decoration, design. They'll make estimates, blueprints, supply color swatches, even give suggestions on painting and floor covering.

If you wish, you can take advantage of a complete selection of hard-selling mat ads, radio scripts, full-color promotion slides, and a full-length technicolor movie for use at women's group meetings.

And what a line of kitchens you'll sell! The General Electric

line is years ahead in style, completely integrated in color and design, packed with more sales features than any other line in the industry.

Think it over. This market features a high margin profit picture. When you sell complete kitchens, you're not competing on a single-appliance *price* basis. You're dealing on a *service* basis in the sale of *tailored multi-appliance units*. And the man who can supply the service in this new field is the man who can get the sale—and the whopping, multi-unit *profit*.

The big beauty of Big Ticket is that it makes it possible for *you* to supply that service and still have time to do the job you do best—*sell*.

Add it up. This booming kitchen business can make a big difference in your career. Get in on the ground floor—*now*.

See your General Electric distributor—or send in the coupon. General Electric Co., Home Bureau, Appliance Park, Louisville 1, Kentucky.

YOU GET ALL THIS . . . AND MORE

- 1** Delivered to you for as little as 10% down—a new General Electric Display Kitchen.
- 2** Liberal customer finance plans—up to 5 years.
- 3** No inventory problems—you simply order from General Electric distributor warehouse.
- 4** Plans—plus color, flooring, painting suggestions.
- 5** Most pre-sold line in the business.

General Electric Company
Home Bureau
Appliance Park, Louisville 1, Ky.

Gentlemen: I want to know more
about your new Big Ticket Plan.

Name.....

Address.....

City.....State.....

Live Better . . . electrically

GENERAL  ELECTRIC

You can't eliminate such troubles entirely, but there is so little of it you can easily afford to make an adjustment within a reasonable period of time and thus avoid disputes which could lose you some good customers. Three months is a period widely used, though a year is not as frightening as it may seem—if you have a thoroughly trained repairman.

Forms

Work Order. As with many other business forms, work orders for appliance service can be obtained as a stock item with your imprint added from printers who specialize in that kind of material, or they can, of course, be made to order by your local printer. Whichever you prefer, the form illustrated in Fig. 1 shows the essential requirements. If you plan to modify the suggested form to suit some specific need of your own, be sure to check your final copy

office where, during the day of assignment, they are stacked in the same order as their counterparts in the serviceman's holder.

When the work is completed the triplicates can be filed numerically. This file will serve two purposes: to locate an order by number when the name is unknown, and to establish a chronological record of service business received. From this record you can tell in a moment, by subtracting one serial number from another, how many calls were received for any given period of time.

Purchase Order. Although some manufacturers furnish these forms, specifically designed for ordering repair parts, for the convenience of their servicing dealers, your serviceman may find it annoying to have purchase order copies of different sizes and shapes to handle—which may be the case if your repair parts come from several different sources. If you prefer to use your own

SMITH APPLIANCE CO.
Service Department
Swiftwater, Pa.

Date.....

In response to your request the undersigned called today to service your.....but could not get in. So that we may arrange another appointment, we ask that you please telephone 2-3456.

Time.....

Serviceman.....

Service Dept. hours: 9 to 5, Monday through Friday

FIG 2. A card like this makes it clear to your service customers who are not at home that they must call you again before the job will be rescheduled.

thoroughly before sending it to the printer, for every item on the sample has a definite use. Those above the double horizontal line remind the call taker what information to ask for, those below, remind serviceman what he should record.

Naturally, you'll have some ideas of your own about these forms, but as a suggestion, three parts in different colors will suffice for a small or medium-sized shop.

The original and duplicate are issued to the serviceman when the job is assigned to him in person. When the work is completed, the original is filed alphabetically as the shop record, while the duplicate serves as the customer's receipt. When work is assigned by telephone to your repairman, he can give the customer a simple cash receipt and tell her he will mail a detailed invoice the next day.

The triplicates remain in the

forms, there is no reason why you shouldn't.

Not-Home Card. Something like the card illustrated in Fig. 2 will prove handy for your serviceman and facilitate rescheduling jobs for customers who were not at home when the first call was made. A note written on the back of a business card would serve the same purpose, but the form illustrated, or something similar, makes clear to the customer the method of rescheduling "not-home" calls and can be handled by your serviceman in much less time. Some appliance manufacturers may offer you a special design, which they use, the card for which is cut and punched so that it can be hung on a door knob. In any case, the item is not costly, for your first order of one thousand will last a long time.

Labels. Perhaps you'd like to
(Continued on page 56)



...from your Toastmaster Water Heater Representative

Donald J. Burdick
14 Laurel Drive, N.E., Atlanta

George Schroeder
236 Sibley Ave., Park Ridge, Ill.

R. V. Palmquist
7208 Reite Ave., Des Moines

Ray Ruppelt
4798 Townsend Rd., W. Richfield, O.

Mel Pearson & Co.
1011 S. Josephine, Denver

Chuck Whiteside
919 W. Main St., Platteville, Wis.

Vernon W. Brewer
348 Fifth St., N.W., Hickory, N. C.

O. B. Wilt Company
1355 Market, San Francisco

Paul Thurman
2121 Boulevard St., Little Rock

Manufacturers Distributing Company
192 Lexington Ave., New York 16

Fred R. Usher
604 Jackson, Stoughton, Wis.

Donald H. McQuarrie
221 Kathmers Rd., Havertown, Pa.

J. C. McCullough
P. O. Box 156, Antrim, N. H.



McGraw Electric Co. • Clark Division
5201 West 64th Street • Chicago 38, Illinois

"Toastmaster" and "Lido Bell" are trademarks of McGraw Edison Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster" and "Tropic Arc" products.



TOASTMASTER

Automatic Water Heaters

INTRODUCING! THE WORLD'S TRULY A MASTERPIECE IN EVERY See it, you'll agree: THERE'S NOT A RADIO

Zenith announces an entirely new concept in radio—the new all-transistor version of the world-famed Zenith TRANS-OCEANIC® standard and band spread short wave portable radio.

There is no radio in all the world like this new Zenith—it is not only the smallest and lightest standard and band spread short wave portable ever produced featuring 8 wave bands, but is truly a masterpiece of precision crafts-

manship that only Zenith's 38 years of experience in radio electronics exclusively could make possible.

Since the very first TRANS-OCEANIC radio was produced in 1941, its performance and acceptance have defied successful imitation. The first TRANS-OCEANIC radio was the result of nearly 2 decades of pioneering in short wave radio. And, this new all-transistor version is the result of over 3 years of continuous Zenith research and development.

THIS IS THE ALL-TRANSISTOR version of the world-famed ZENITH TRANS-OCEANIC ... the original short wave portable radio

... and the success of the original TRANS-OCEANIC radio is history! Hundreds of thousands of your customers throughout the world have tried, tested and proved this radio for over 16 years. Its list of owners reads like an International "Who's Who." Now, as a companion to the original TRANS-OCEANIC, Zenith introduces the ALL-TRANSISTOR TRANS-OCEANIC PORTABLE RADIO!

POWERED TO TUNE IN THE WORLD

The magic of tiny transistors powers this fabulous radio, providing it with a spectacular reach! Actually has 92% more undistorted power output than any tube type short wave portable.

TUBELESS ... COMPACT ...

LIGHTWEIGHT



Small, unbreakable transistors replace bulky vacuum tubes in the TRANS-OCEANIC radio, making this world performing portable the smallest and lightest band spread short wave portable ever produced—virtually 1/2 the

weight of conventional short wave portable radios! Tropically treated to perform even in high jungle humidity!

OPERATES ON LOW COST FLASHLIGHT BATTERIES

... available anywhere, in the U. S. or abroad. Low cost transistor operation completely eliminates need for tubes, "B" batteries and AC/DC power supply. Operation costs only a fraction of a cent per hour.

8 SUPER-SENSITIVE WAVE BANDS

Has International Short Wave, Standard Broadcasts, Marine and Weather Reports, Amateur Short Wave Broadcasts, Ship-to-Shore, Ship-to-Ship Broadcasts. The TRANS-OCEANIC gives you the finest in domestic long-distance reception. Civil defense frequencies marked on tuning dial for use in time of national emergency.

BAND SPREAD TUNING

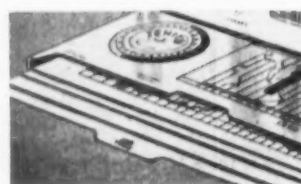
... electronically spreads each short wave band to allow up to 1400% more room on the dial for every short wave station. Makes tuning more accurate, easier, faster.

ROTARY BAND SELECTOR



Slide-rule dial. Selection of all 8 bands controlled by one knob; one click for each band. Dialite for operation when light is poor.

LOG CHART COMPARTMENT



... lists major short wave stations in the world, with their frequencies and hours of best reception. Dial-O-Map® Time Chart tells the time of any place in the world.

WAVEMAGNET® ANTENNA WAVEROD ANTENNA

... the handle itself unfolds and telescopes to a vertical Waverod Antenna, for the world's most sensitive and powerful short wave reception. Zenith detachable Wave-magnet Antenna fastens on window, assures greater sensitivity for standard broadcasts. Gives unequalled performance in trains, planes, automobiles and steel buildings ... ship-to-ship ... ship-to-shore.



... in
performance
this
new
Zenith
ALL-
TRANSISTOR
Trans-Oceanic®
defies
comparison



Virtually
1/2 the weight of
conventional
short wave portables

The smallest and lightest band spread short wave portable radio ever produced. In a case 12 1/2 in. wide, 10 1/4 in. high, 4 3/4 in. deep! Of chrome-finished metal and black leather. Model Royal "1000."



SEE YOUR ZENITH

MOST MAGNIFICENT RADIO!
PRECISION-CRAFTED DETAIL
IN THE WORLD THAT CAN COMPARE!

New... *All-Transistor* (TUBELESS)
TRANS-OCEANIC®

STANDARD AND BAND SPREAD SHORT WAVE PORTABLE RADIO

Smallest and lightest standard and band spread short wave portable radio ever produced!

World
Premiere!



The world's most magnificent radio

8 INDIVIDUAL WAVE BANDS • POWERED TO TUNE IN THE WORLD!

QUALITY BY
Zenith
The Royalty of Radio®

The quality goes in before the Zenith name goes on
America's pioneer in fine radios for the home. Also makers of Television, High Fidelity Instruments, and fine Hearing Aids.



ZENITH RADIO CORPORATION • CHICAGO 39, ILLINOIS

REMEMBER: A battery-powered portable is as necessary in your home as a flashlight in case of power failure caused by air raid or other emergency.

DISTRIBUTOR

YOUR YEAR-END INVENTORY

STORY STARTS ON PAGE 41

4. LAST-IN-FIRST-OUT

LIFO is a more complicated method than any of the first three mentioned. However, since the Federal Court has ruled that R. H. Macy and Co. is entitled to about nine million dollars in tax refund, more and more appliance dealers are interested in how this can be applied to their business.

The objective of the LIFO inventory valuation method is to charge current costs against current sales. Thus, the profit is kept in line with current operations. The profit is based on the sale of appliances—not on holding inventory for a price increase.

If you decide to use LIFO for the first time this year it will be acceptable. New dealers who have not previously filed an income tax return for the business can automatically adopt this system. Established dealers who have been using one of the other three methods mentioned must apply for permission to make the change.

You must file Federal Form 970 (available from your local Internal Revenue Office) with your final income tax return for the year you want to make a change to LIFO from your present inventory valuation method.

Next, you must take your entire inventory, or the section of your inventory you intend to apply LIFO to, at cost. You can use LIFO for one section of your inventory and some other system for another part. For instance, you might inventory all repair parts at cost and your big ticket appliances at LIFO.

Your beginning inventory must be prorated to arrive at a cost for this stock. For instance, if last year in your ending inventory you had ten refrigerators of one model in stock you would need to prorate the cost. Assume that five of these refrigerators had a cost of \$320 and five had a cost of \$365. These two

totals would be added together and divided by 10 for an average cost of \$342.50 for the beginning inventory.

If your ending inventory this year was less than the ten you had at the start, it is assumed that all stock purchased during the year was sold and you have eight left of the original ten. LIFO does not identify specific serial numbers of appliances—just the dollar value of the stock.

On the other hand, if you had more than the original beginning inventory of 10 at the end of the year, you would have to calculate the value like this:

Beginning inventory	10 at \$342.50
Purchase in March	2 at \$350.00
Purchases in August	4 at \$360.00
Inventory at end of Year . . 14	
This is the calculation you would have for the 14 items on hand at the end of the year:	
10 at \$342.50	\$3,425.00
2 at \$350.00	700.00
2 at \$360.00	720.00
	\$4,845.00

If you had used the Cost method you would take your most recent cost for the valuation. For instance, this might be \$360 for the 14 refrigerators you had in stock at year end. Thus, your inventory valuation would be \$5,040.00. This might be changed somewhat if the market was lower and you used the Cost or Market method.

As you can see this LIFO inventory method is more complicated than the other three systems of valuation. However, in times of rising prices there are definite advantages to this system for appliance dealers . . . tax savings that will offset the extra trouble and work in using the LIFO system of inventory valuation. *End*

FROSTY JANUARY WEATHER . . . is a good time to plan appliance sales for the coming year. For hints on what to expect in 1958, and for a rundown of what the year 1957 has meant to various segments of the industry you'll have ELECTRICAL MERCHANDISING's January statistical issue to guide you shortly. And, in February you'll find a Special Report on air conditioning an equally important sales planning aid.

Completely Safe and Patent Protected



The ALL NEW SKUTTLE-DIMPLEX ELECTRIC SPACE HEATER

OFFERS MORE PROFITABLE SELLING FEATURES

Here's the only portable electric space heater of its kind on the market today. Check these advantages:

- New thin-line design is available in six compact units offering thermostatically controlled comfort in any climate.
- No fans, coils or moving parts to endanger the family. Maximum surface heat of 190° is safe to the touch . . . protects against burning, scorching or igniting flammable materials. Automatic cut-off shuts off appliance in the event of abnormal operating conditions.
- Electric element provides economical heat to permanently oil-filled heating channels giving trouble-free service for its long life.
- Guaranteed for two years by the manufacturer against defective materials.
- Attractive Gold colored baked enamel finish.

Write today for complete information on this revolutionary new SKUTTLE-DIMPLEX Electric Space Heater.

Skuttle

**MANUFACTURING CO.
MILFORD, MICH.**



Good service makes good customers

Webb Manufacturing Co.
2918B N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and Slingabouts for

- ☐ ranges ☐ radios ☐ air conditioners
☐ TV ☐ washers ☐ refrigerators

FIRM NAME _____

STREET _____

CITY _____

ZONE _____ STATE _____

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of water-repellent canvas, thickly padded, and flannel lined—and they last for years.



WRAPABOUTS

For Radio, HiFi, TV
and Air Conditioners

For major appliances use Slingabouts

FRIGIDAIRE

New Golden Anniversary Models

Featuring

SPATTER-

in the **MOST**



**NOW—Broil 100 Times
and Never Need to Clean the Oven**

No spatter on oven walls to clean after broiling! Foods broiled to perfection extra fast—like charcoal broiling.



**NOW—"Dial the Doneness"
Before Broiling**

One turn of a dial to "Rare," "Medium," "Well Done"—or anywhere in between, does it *automatically*. No shifting shelves or guessing.

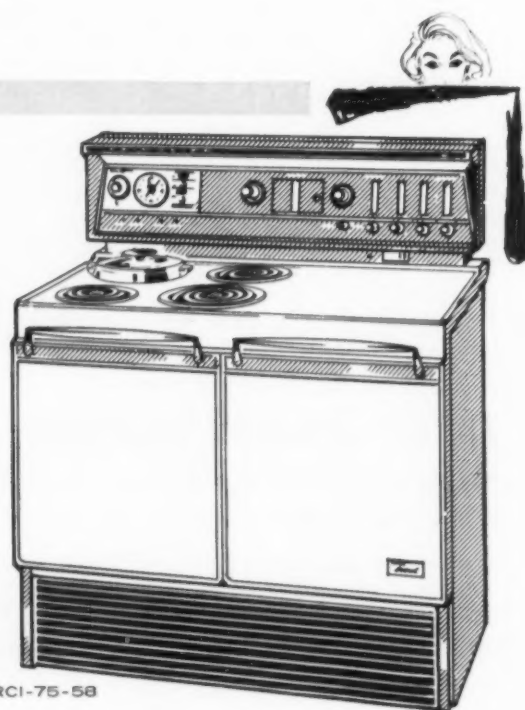
**NOW—Broiler Pan Swishes
Clean—Without Scrubbing or Soaking**

Because fat is kept cool and fluid, broiler pan is easy to clean as a china dish.

Styled with

THE NEW SHEER LOOK—PLUS

More practical, more glamorous than ever—in style and in step with the future. Plus New Sheer Look Colors, sold by Frigidaire at the same price as white.



Model RCI-75-58

PRESENTS



for 1958 celebrating 50 years of General Motors Leadership

FREE BROILING

AUTOMATIC RANGE EVER BUILT

Here—beyond any question—are the most completely *new* electric ranges in a decade.

Here is all-new Sheer Look styling, even more glamorous—even more practical than ever before.

Here is all-new cooking convenience—with the greatest array of automatic features ever seen on *any* range.

Start with AUTOMATIC SPATTER-FREE BROILING — the cleanest, most foolproof broiling and grilling method ever devised.

Add to that — a control panel that practically thinks for you. Automatic oven cooking instructions are printed right on it!

Easiest to Use — Easiest to Clean

Yes, it's America's easiest-to-use electric range. Easiest to *clean*, too — with control knobs that slip right off in seconds.

And talk about convenience—look at that new easy-to-set Cook-Master that controls barbecuing as well as baking and roasting—all automatically.

Want more that's new — and news? Try the new

faster-than-ever 8-inch Heat-Minder that practically eliminates burning and boil-overs. And just watch that sizzling-fast Speed-Heat Unit *in action!*

Then, there's the new all-electric Meat Tender that sets the "doneness" in roasts *before* they start cooking.

You've got a brand-new rotisserie too (optional at slight extra cost)—the *one* rotisserie that never gets off balance.

Backed by All-Media, Nationwide Advertising

To give this story the full-scale impact it deserves, Frigidaire will spread the word nationwide with *compelling* 4-color ads in all major media—with dramatic demonstrations on its new network TV smash hit, "The Patrice Munsel Show" — with livewire promotions geared to mass market sales.

Yes, Frigidaire is going all out to help you tell and sell the most *exciting range* story in a score of years.

It all adds up to more dramatic proof that —

FRIGIDAIRE is on the march

New Address

FRIGIDAIRE MID-WINTER MARKET SHOWING

Chicago's Hotel Sherman—Bernard Shaw Room

Monday, Jan. 6 through Friday, Jan. 10 — 9 A.M. to 7 P.M. Daily

COME SEE THE EXCITING GOLDEN ANNIVERSARY MODELS

SEE
**"THE PATRICE MUNSEL
SHOW" on TV!**



New adventure in space buying! Galloping galaxies! The Post has blasted off on another record-breaking flight. Space men, just look at those third-quarter figures for household equipment and supplies. Far ahead of the rest of the weekly field! So for

supersonic sales buy the Post! You'll get the best space platform ever plus the world's greatest selling force, The POST-INFLUENTIALS. Remember THE SATURDAY EVENING POST sells the POST—they tell the others!



new products

ANNA A. NOONE Editor



Philco combination refrigerator-freezer

Philco 20 cu. ft. upright freezer

PHILCO 1958 Line of Refrigerators, Ranges, and Laundry Equipment

Philco 1958 Super Marketer combination refrigerator-freezers feature 3 separate cold zones, called "trifrigation"; these zones provide 38 deg. for fruit, vegetables, milk, cheese and other processed food section; 33 deg. cold-flow meat locker for meats and cold cuts; and the freezer maintains zero for freezer section. Misty crisper automatically sprays fine mist over fruits and vegetables as crisper door is closed.

Two Super Marketers (RF-1688 and RF-1488) have portable ice keeper in freezer compartment with ejector trays that fit on top of ice keeper, cubes are released at press of finger into keeper below; tilt-out freezer door rack also available. All Super Marketers have turquoise porcelain enamel interior, white refrigerator compartment door, textured gray freezer door; all have tip-toe pedal latch.

A 2-door combination with freezer at top, and 2 single door combinations, plus 3 conventional models complete the refrigerator line.

Freezers

Three upright and 3 chest models in 1958 freezer line. Uprights available in 20.2, 14.6 and 11.6 cu. ft. sizes, feature Put-N-Take door storage rack for packages and cans; refrigerated shelves; two larger models have glide-out, bulky food storage baskets.

Chest freezers with sloping front design, in 18.6, 13, and 8.4 cu. ft. sizes; all have counter-balanced lids; 2 larger models have separate freezing compartments and sliding storage

baskets; all have turquoise porcelain interiors, white exteriors.

Ranges

Two 40-in. and 2 30-in. ranges are available with "Hide-a-Way" rotisserie in the 1958 line. Features include



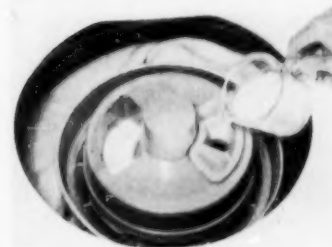
Philco range with "Hide-a-Way" rotisserie

Starflyte styling, full-width chrome and gold control panels, pushbutton surface unit switches; "Jetube" high-watt surface units; 23-in. wide ovens.

Rotisserie folds flat for easy storage when not in use; support frames for rod attach to broiler pan rack; spear end of spit plugs into an electric receptacle at center oven back and it revolves automatically as soon as placed in position—no off-on switch needed. Roastmeter probe has doneness in-

dicator on control panel; Broil-under-glass broiler; pushbutton surface unit switches with 5 heats.

In addition to above range models Philco has a 40 and a 30-in. economy models.



Philco-Bendix triple duty filter dispenser

Laundry Equipment

Philco-Bendix Ball Point washers include 5 models: top Custom model W-288 automatically adjusts speed to fit any load; 3 water selections; 2 washing speeds; automatic sediment ejector; automatic dual detergent dispenser and lint collector; cold water wash setting; exterior finished in white, or pink, yellow or green; Bermuda Coral styling. No. W-286 automatically adjusts speed to any load; automatic sediment ejector; water miser; cold water wash; automatic dual detergent dispenser; lint trap. W-285 same as W-286 without dispenser. W-284 has filter dispenser. W-282, has choice water temperature and 2-hose connection.

Philco-Bendix, lint-free, tumble action model W-487, has 9 lb. capacity, 3 water temperatures for wash and rinse cycles; automatic water miser; porthole in door; detergent door on top hydraulic shock absorber suspension; automatic cycle in 3 rinses; white standard; pink, yellow or green exterior finish on order.

Nine wringer-washer models are also included in line.

Dryers

Four electric and 3 automatic gas dryers in 1958 line. Custom, electric, wrinkle-free DE-688 circulates 220 cfm heated air; one setting for all fabrics; front mounted trap; Bermuda Coral backplash; musical shut-off signal; 5000-watt high speed unit; 18 lbs. wet capacity; white, pink, yellow or green pastels. DE-689 identical with above except it has an 8000-watt heating unit. DE-688 Deluxe, wrinkle-free, circulates 220 cfm heated air; 1-setting; front mounted lint trap; musical shut-off signal; 500-watt element. DE-682 has 220 cfm air; diagonal baffles; safety porthole door; front mounted lint trap; 5000-watt element; Bermuda Coral styling.

Gas models DG-688, DG-686 and DG-682 similar to electric models using all types of gas as a fuel.

Prices: Super Marketer refrigerators from \$549.95 to \$649.95; other refrigerators from \$279.95 to \$549.95. Ranges in both widths, \$189.95 to \$319.95; freezers, \$199.95 to \$479.95; Ball point washers, \$269.95 to \$399.95; Tumble-action W-487 washer, \$349.95; Dryers from \$189.95 to \$329.95.

Philco Corp., C and Tioga Sts., Philadelphia, Pa.



Left to right: Philco-Bendix tumble action washer, W-487; Ball Point agitator washer W-288 and Wrinkle-free dryer DE-688 to match either washer. (gas model DG-688)

new products



Hotpoint Super deluxe washer LWW-45 with matching dryer LC-45.

HOTPOINT'S 1958 Line of Laundry, Ranges, Refrigerators, Dishwashers, Water Heaters and Air Conditioners

Home Laundryline

Pushbutton selection of 6 combinations of wash and rinse water temperatures, a fulltime lint filter; automatic pressure fill, quiet, coaxial washing transmission headline the Hotpoint 1958 all-porcelain home laundry line of 6 washers and 6 dryers.

All washers have coaxial transmission; balanced center point for spin tub and agitator.

Two super deluxe lighted pushbutton washers, LWW-45 and LWW-45, features an automatic injector that puts "Wonderinse" solution in final rinse to automatically increase whiteness, preserve softness; new, full-time built-in lint filter on super deluxe models provides only filtered water during wash and rinse cycles. Controls permit pre-selection of wash time with new pressure fill mechanism—user can pick wash time from 1 to 15-min for normal cycle and 1-to-3 min. on delicate cycle dial; special partial load button permits selection of any desired water level.

Deluxe washers (LWS-44 with suds-saver and LW-44 without) provide pre-selection of 2 wash or rinse waters, partial load control; built-in lint filter, 2-cycle dial, jet spray rinse, filtered overflow rinse, automatic sediment swirl-out and porcelain finish inside and out.

Medium priced model, LW-43, has 2-cycle dial, deep overflow rinse, jet spray rinse, automatic sediment swirl-out, porcelain finish. Budget model LW-40 features pushbutton washing with automatic fill, jet spray rinse and deep overflow rinse.

Two top deluxe dryers (LC-45 con-

denser no vent type and LB-45, blower type), matched in style and design with superdeluxe washers; in addition to pushbutton controls, feature a "toe-touch" door opener; both air blower and "no vent" models have lighted pushbutton controls, electric timers for selection of drying time to 90 min.

Deluxe dryers (LC-44 condenser, "no vent" and LB-44, blower), are automatic pushbutton dryers with

"toe-touch" door opener. Both have 4-temperature selections plus tumbling without heat; 90-min. precision timers; porcelain finish.

Medium priced dryer (LB-43, blower type), has 2-temperature pushbutton controls, single dial for flexible drying time.

Economy-priced model (LB-40, blower type), matches LW-40 washer, has single dial control system, fingertip control of heat, "toe-touch" door opener and Calrod elements.

Ranges

Eight new 39-in. and 30-in. "black magic" 1958 ranges include three 30-in. ranges (RB 201, RB 301 and RB 601) and five 39-in. single and double oven models with square styling, black, brushed aluminum and chrome trim.

All 30-in. models have wider ovens, silver gray finish, appliance outlets, circuit breaker protection, pushbutton controls, full width storage compartment. RB-201 has extra storage compartment; RB-301 has automatic timers, raisable thrift cooker, plug-in ro-tisserie and auxiliary oven. Optional features include 25-cup percolator that converts to deep fat fryer, plus raisable broiler rack. Top, RB-601 has lighted pushbutton control, automatic timers, raisable thrift cooker, automatic temperature control, surface units, "twin-glo" vertical broiler.

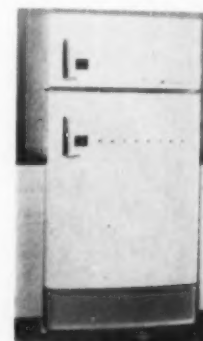
Five 39-in. ranges use Fiberglas insulation plus "air cushion" around bottoms, tops and sides. RC-101 and RC-211 in medium-price line have divided tops; all have 2600-watt extra-fast surface units. RC-301, RC-401 and RC-601, feature as optional accessories, plug-in surface griddle, 25-cup percolator, automatic fryer, raisable broiler rack, removable broiler grill.

Top model RC-601 has in addition to above, a musical meat thermometer that plays "Tenderly" when roast is done; new "thawer oven" for frozen foods, which is time and temperature controlled when used with automatic surface unit.

Built-In Customline

Built-in ranges, ovens, refrigerators, freezers, dishwashers and complete modular kitchens in 20 different "Customline" models are available in pink,

yellow, green, brown, coppertone and satin chrome; also with natural wood panels for built-in dishwashers. Individual appliances include 3 built-in ovens plus bi-level double oven, 5 range cook tops, 2 refrigerator-freezers, a 12-cu. ft. freezer, undercounter dishwashers, a 9 ft. modular kitchen, 2 7-ft. modular kitchens, separate modular tops with optional ovens and dishwashers and a plug-in griddle.



Hotpoint refrigerator-freezer 8EW12.

Refrigerators

Eight refrigerator-freezers and 4 refrigerators comprise the 1958 line. All but lower 8 cu. ft. models incorporate "cleanline" sculptured styling.

No. 8EN16, 16 cu. ft. combination, has separate zero degree freezer at bottom with 210 lbs. storage; separate bottle bin in door, 10-cu. ft. refrigerator; 6 cu. ft. freezer; foot pedal for freezer door; automatic defrost; removable egg shelf.

No. 8EN12, 12-cu. ft. single door model, has 115 lb. freezer at bottom; aluminum door shelves, dairy storage area, 2 cooling systems, automatic defrost.

No. 8ER12, 12-cu. ft. 2-door model, has separate 101 lb. food freezer, automatic defrost, 2 cooling systems, aluminum shelves.

No. 8EW12, 12-cu. ft. 2-door model, has separate 101 lb. freezer.

No. 8EY12, 12 cu. ft. 2-door with separate 101 lb. freezer features rollers as optional extra and other features on deluxe model. No. 8EJ12, a 12-cu. ft. combination with 75 lb. freezer; No. 8EJ11 and 8EJ11, 11 cu. ft. models in medium and low-priced range with 75 lb. freezer, 2 cooling systems, automatic defrosting.

Other 4 refrigerators are medium and low-priced models: a 12 cu. ft.; a 11 cu. ft. both with 66 lb. freezer.

Freezers

Three uprights and 3 chests freezers comprise 1958 freezer line. All uprights match 1958 refrigerators. FM12, a 12 cu. ft. model; FM16 a 16 cu. ft. model and FM18 an 18 cu. ft. model.

Chest freezers include newly designed 17 cu. ft. FK-17, a 20 cu. ft. FK-20 and a 2-door 26 cu. ft. model FK-26.

Water Heaters

Two lines of round and table top water heaters are included in 1958 line from low cost leaders up to top deluxe "Permo-seal" units with adjustable heat controls, thick galvanized steel tanks and exterior styling in silver and gold.

New is Miracle MLC-7 chemical compound to increase life of tanks.

Air Conditioners

Three new 75 lb. portables with up to 8000 btu cooling have been intro-



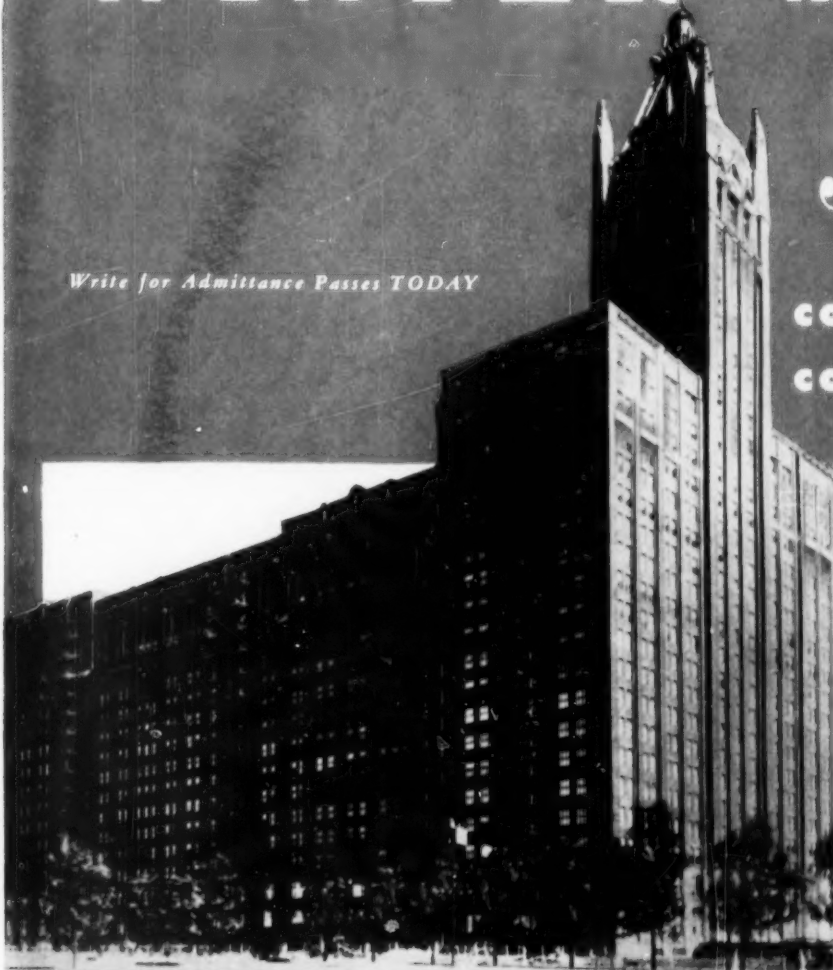
Hotpoint built-in Customline kitchen with bi-level, double oven, in foreground.

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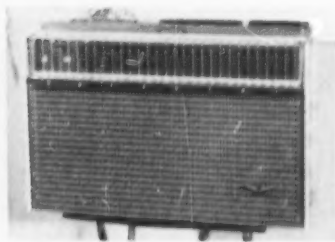
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Eighty per cent of all furniture sold is first viewed at Markets. Thirty per cent is purchased at Market-time. And more is shown—and bought in Chicago—than all other markets combined. And here you get ad and promotional plans, display ideas and contact with top management.

Two decades ago, more and more furniture stores were finding appliances a desirable commodity to stock and sell. And today we have come full circle: Appliance stores are finding that furniture "fits in" and lends itself both to in-store—and in-the-home selling. For turn-over, gross and net profit, it is helpful. As a background for TV and Hi-Fi—and for kitchen appliances, the two go together like love and marriage. See the leading home furnishings lines at the American Furniture Mart's Winter Market—under one roof. Make hotel and travel reservations now.

new products

HOTPOINT continued



Hotpoint portable air conditioners

duced. Available in 7½ and 12 amps. for use on 115 or 230 volts. Shipping cartons have handles for easy carrying; adjustable frames and Fiberglas panels; concealed control panel on front provides 2-speed fan controls, thermostat and air directional control.

In addition to the portables, a new 1½ hp window model and two new 2-hp models with Btu capacity in excess of 16,000 per hr. are included.



Hotpoint dishwasher, DE-1

Dishwashers

Seven automatic dishwashers, new in style and operation are introduced; 3 undercounter, 3 convertible mobile models and a new portable DAP-1.

Highlights include new 2-cycle washing principle, automatic filter system, increased capacity; snap-on panels in stainless steel, copper-tone, white, natural wood, pink, yellow, green and brown; tubs and inside door surfaces in chip-proof porcelain; all but new portable available with or without tops, side panels and fronts.

Deluxe leader DE-1, 24x24 in., features 2 pushbuttons in full-width control panel above door gives choice of 2 different automatic cycles—one for normal wash-rinse-dry; the other a 16-min. utensil cycle for broiler racks, casseroles, pots, pans, serving dishes in "normal" cycle machine automatically washer, rinses and dries service for 10; double-deck washing action removes stains such as tea, coffee or lipstick; 2 independent revolving rotors replace old spinning impeller—each rotor forces hot filtered water into and over separate roll out dishracks; pump circulates water is filtered every 4 seconds; food particles are automatically flushed down drain at end of each cycle. Water wetting solution is automatically injected during final rinse.

Prices: Washers from \$339.95 to \$399.95; dryers, \$269.95 to \$319.95.

Hotpoint Co., 5600 W. Taylor St., Chicago, 44, Ill.



G-E Rotisserie oven, R-20

G-E Rotisserie-Oven

Combines features of a rotisserie, a broiler and a thermostatically controlled oven into a single portable unit, No. R-20.

Sloping control panel has thermostatic oven control for baking and roasting temperatures, a 3½ hr. Telechron timer automatically shuts off heat and buzzes; 3-way pushbutton selector with "bake-roast," "broil" or "rotisserie" settings.

Counter-balanced lid flips up for easy access to interior, opens easily even under standard kitchen wall cabinet; 2 Calrod units; chrome-plated interior 18x13½x11 in. holds 18 lb. turkey; weighs 22 lbs.; operates on 120-volt, 1500 watts, a.c.

Price, \$89.95 including drip tray, steak rack, spit rod and 2 skewers.

General Electric Co., Housewares and Radio Receiver Div., Bridgeport, Conn.



Waste King "Imperial Hush" disposer

WASTE KING Disposer

New larger size and stepped-up liquefying action makes it possible to dispose of bulkier food waste such as bones, corn cobs, rinds without first breaking into small segments. The Imperial is said to combine speed, capacity and durability of commercial models.

To absorb operating noises the unit is wrapped in a sound sponge and enclosed in noise-deadening beige polystyrene shell lined with ½ in. Silican fibre sponge. Hycar rubber cushions separate disposer from metal pipe connections and they are used to suspend unit from sink.

Splash guard acts with water from

tap to form seal across waste feed hold—holding sound in liquefying chamber, it also stops water and waste from splashing into sink.

A ½ h.p. capacitor start motor spins a redesigned horizontal turntable at bottom of liquefying chamber 1725 rpm; retractable anti-jam flow-conductor impellers mounted on turntable gather and force waste against file-like automizer ring until waste can be washed through tiny escape holes below; whirling surgical steel blade beneath turntable clips surviving stringy material into short pieces; weighs 30 lbs; fits any 3½ in. sink opening.

Price: \$129.95.

Waste King Corp., 330 E. 50th St., Los Angeles, Calif.



Klassen Canoelectric can opener

CANOELECTRIC Can Opener

Opens any size or shape can automatically. Designed for easy mounting on wall or cabinet; magnet lifts can top; plastic lid flips down to cover cutting wheel when not in use; mechanism housed in polystyrene case; operates on a.c. 110 volts; size 4x3½x9 inches.

Price: \$29.95

Klassen Enterprises Inc., 22107 Meekland Ave., Hayward, Calif.



Dexter "Hydra-Jet" washer

DEXTER Washers

Dexter automatic washers W-384-A and W-382 featuring a new "energized" wash action in which wash water is forcefully pushed through every fiber; magic moment pause follows wash cycle and stop water action, letting lint and scum to rise to top where it floats over and out of tub, heavier soil settles to bottom to be syphoned away, any remaining dirt is

flushed through 1001 perforations.

Dual cycle—one for regular loads and one for fine fabrics; hot or warm wash water can be automatically selected; rinse water automatically warm; washer fills, washes, rinses and spins clothes damp dry all automatically; master control gives complete washing flexibility; positive fill-timer will not advance to start washing action until proper water level is reached; saves water—uses only 12 gal per fill; floor levellers, automatic motor overload protector; full width top loading door.

Dexter Washer Co., Fairfield, Iowa.

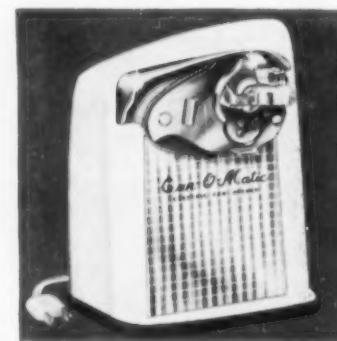


Brother Super Select-O-Matic No. 100

BROTHER Sewing Machine

Brother's super Select-O-Matic sewing machine, fully automatic, featuring a pictured stitch selector so user sees in advance the stitch chosen; calibrated fabric selector; dial window and stitch width indicator; needle control lever instantly changes needle position; achieves endless design variations; automatic control permits instant change over from straight to automatic zigzag operation without attachments; streamlined in 2 color design; available as portable or console.

Brother International Corp., 122 W. 57th St., New York, 1, N. Y.



Rival Can-O-Matic No. 757

RIVAL Can-O-Matic

Opens all cans—every shape and size—they are pierced and the lid severed by automatic power unit; magnet retains lid; fine, precision-ground cutting wheel leaves safe drinking cup edge; retractable platform under base folds down to accommodate extra large 46-oz. juice cans anywhere on counter or table top. Removable magnet and cutting wheel slip off for fast rinsing under faucet; heavy rubber grommet around base protects table surfaces. White molded case in chrome trim.

Weights 5 lbs.; 110-watt; 8-in. high 6½ long and 3½ in wide.

Price: \$24.95.

Rival Mfg. Co., 36th & Bennington, Kansas City, Mo.



Gibson Trimline 2-door refrigerator-freezer



Gibson "148 Cycle-Defrost" combination

GIBSON Unveils 1958 Refrigerators Ranges, Freezers, Air Conditioners

Gibson's 1958 refrigerator line consists of 7 models including 4 Trimline models designed with built-in look to blend with modern kitchen settings; all models are 29 1/2 in. wide and 25 in. deep to fit flush with standard 25 in. cabinets; strip molding and grill available for built-in kitchens.

Top of Trimline series is 2-door, 158 Cycle-Defrost refrigerator-freezer 14 cu. ft. capacity; freezer section has 100 lb. or 3 cu. ft. freezer storage; standard equipment includes ice bucket and cube ejector tray, outside disposal of defrost water and automatic cycle defrost system; 3 full-width shelves—one adjustable, sliding and one stub shelf; 2 15 qt. porcelain crispers; 15 qt. sliding meat chest, adjustable door panel racks, concealed lighting in cabinet; freezer section door holds 9 6 oz. juice cans; 12 packages on lower shelf.

Two-door "190 Combo" refrigerator-freezer, 66 in. high, has 11.62 cu. ft. gross capacity in top refrigeration section and 7 cu. ft. in freezer section. Features include 3 shelves, 35 qt. full-width crisper with separate temperature-humidity control system; automatic defrost with outside water disposal; egg rack, butter and cheese compartments in door panel. Freezer has 4 ice cube trays, 2 large baskets below glide out on nylon rollers.

Top single-door refrigerator-freezer model, "148 Cycle-Defrost" has squared picture-frame chrome trim band on exterior; 75 true-zero freezer has ice storage chest, ejector mechanism with pink ice cube trays; outside defrost disposal; 2 15 qt. porcelain crispers, a 15 qt. porcelain meat chest; shelf arrangement offers 3 full-width and a sliding stub shelf; freezer section completely insulated and enclosed.

No. 122 Dial-O-Matic is 56 in. high, has 11.92 cu. ft. capacity; freezer has 50 lb. capacity; freshener locker 19 lbs; adjustable full width shelf, stub shelf and a half shelf; adjustable door rack includes space for 1 1/2 doz. eggs.

No. 140 Dial-O-Matic has 14 cu. ft. capacity; 75 lbs. freezer locker; 19 lb. freshener locker; enclosed freezer area with 3 full-width shelves and two 15-qt. porcelain sliding crispers.

Market Master 118 Cycle-Defrost refrigerator has 10.52 cu. ft. refrigerator capacity (no freezer compartment) for homes with freezers; designed to combine with a Gibson 10 cu. ft. freezer; has 5 full-width shelves, 5 door racks, 23 qt. crisper and Cycle-Defrost.



Gibson custom 30-in. range

Ranges

Five free-standing, 4 built-in ovens, 2 set-in cooking tops and 3 surface units comprise 1958 range line.

Features include Trimline styling; overhead lighting with full-width lamp glass, color-coded push-button controls providing 7 heats, Thermatic Kook-All automatic surface unit calibrated in degs. F; hi-speed, "faster than flame" microtube surface units on 30-in. top-of-line models, rose-gold combination automatic oven timer and minit timer, hi-speed broiler, lift-out surface units, non-fog oven windows and circuit protector.

In the free-standing line 3 are 30-in. models, a 40-in. and a 20-in. apartment size. R3-30LS, 30-in. model has Hi-speed microtube surface units, 3 6-in. and an 8-in. 2100 watt unit, all can be lifted out for cleaning; new rotary switch and oven thermostat temperature control knobs; 24-in. oven, Deluxe R3-30LM has 7-heat push-button controls for surface unit; aluminum control panel in center of back-guard, overhead lighting, combination automatic timer and minit timer, a 2600-watt faster than flame unit, a 2100-watt 8-in. unit, high speed broiling unit and full width storage drawer on nylon rollers. Top of line 30, Custom R3-30LD in addition to features on deluxe, has 4 pilot lights on lower section of control panel serving oven, and its thermostat temperature control, 2600-watt microtube unit at right front, 6-in. 1500-watt units at rear Thermatic Kook-All left front; circuit protector; non-fog glass window.

R3-40DO has full length fluorescent light with chrome visor; 7-heat push-button control; oven thermostat tem-

perature control; automatic timer and minit-timer; blue gray porcelain oven; sealed heat rod bake unit below and speed-broiling unit at top. R3-20A4, 2-unit, 20-in. range has 5120 cu. in. oven, microtube Hi-speed surface units; rotary switch oven thermostat.

Built-in ovens—include R3-TCRA, a 20-in. automatic oven for installation in 24-in. wide cabinets has satin chrome steel oven door finish, and control panel blends with stainless steel trim; non-fog look-in glass door; manual oven lighting; automatic timer and centered oven thermostat dial; 16x16x20 in. with 5120 cu. in. oven space. Also available in Coppertan porcelain.

R3-WCTA oven measures 16x24x20 in. with 7680 cu. in. space sealed heat

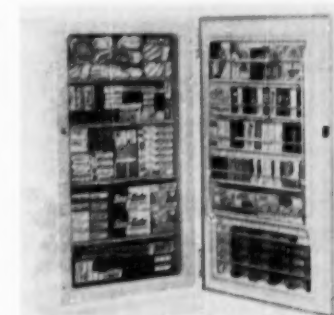


Gibson built-in range units

rod, 2800 watt, bake-roast unit at bottom with added top heat of 500-watts from outer coil of upper speed broiling unit; satin chrome or coppertan porcelain with stainless steel trim; automatic timer for oven meals.

R3-SSN4, set-in surface unit for mounting in counter top has steel platform; measures 20x34 in., fits standard 36 in. countertop; has common pilot light located at center, 7-heat rotary switch control knobs and 2600-watt Faster-than-Flame microtube surface unit; also available with Thermatic Kook-All. R3-BSN2, for custom installation can be used in pairs for divided top installation, has stainless steel platform and surface trim; individual pilot lights for 1500-watt, 6-in. and 2600-watt, 8-in. microtube units. Two chrome steel switch panels can be used mounted on back wall, at front of counter top; 7-heat push button controls color keyed for quick identification of surface units.

R3-BSN4, measures 22x22 in., for 24-in. cabinets; has same features as divided top surface unit, also comes with Thermatic Kook-All.



Gibson Trimline food freezer

Freezers

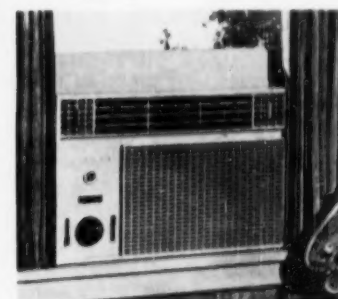
Gibson 1958 freezer line includes 4 uprights and 2 chest models; features include Freez-Flo, Eas-E-Open latch. GU-111DO, 11 cu. ft. upright holds

355 lbs. requires only 24-in. floor space. Four Freez-Flo shelves and 5 in-the-door shelves each with convenient lift bar; aluminum trim on shelf fronts; freezer control centered at top.

Trimline GU-141DO has over 13 ft. capacity, stores up to 455 lbs. has 4 Freez-Flo shelves; 4 door shelves and juice can dispensers.

GU-161DO has 18 sq. ft. capacity, 540 lbs. food; Trimline styling; 2 of 4 shelves and entire top, bottom and side surfaces are refrigerated; second shelf from top may be set in any of 6 position; aluminum walls; static condenser coils on inside wall prevent condensation; sliding basket at bottom holds 33 lbs; 5 package racks on door with sliding shelf bar; door also has juice dispenser rack, door has key lock.

GU-201DO, holds up to 664 lbs., in over 19 cu. ft. space and 21.6 sq. ft. shelves; adjustable shelf, static condenser, all-around freezer surface; has 2 sliding baskets at bottom with 40 lb. capacity. Chest freezers CF-21C and CF-17C with 21 and over 16 cu. ft. capacity, have fast freezing compartments, movable baskets, interior light, counterbalanced lid; aluminum interiors.



Gibson Trimline Deluxe air conditioner

Air Conditioners

11 compact Trimline air conditioners and 5 heat pump models are featured in Gibson 1958 line. Low and thin units in capacities of 1, 1 1/2 and 2 h.p. capacities in 3 series. Five reverse cycle models offered as heat pumps, and a new automatic deicer control is enclosed in 58 line. New line includes door panel dehumidification booster, air sweep automatic directional cooling; electrostatic filters; installation flexibility; Baffin beige decorator styling; all models designed for flush mounting with interior wall. Air sweep device has vertical louvers which oscillate in a 120-deg. arc to direct air without drafts.

Deluxe series is 23 in. wide, 15 in. high and 18 in. deep. No. 1-3802, 1 hp, model with master control, thermostat and 4-way directional louvers. No. 1-3812 1 hp, with 2-speed fan, push button controls, thermostat for automatic cooling. No. 1-3817 1 hp, 110-volt, 7 1/2 amps can be plugged into clock radio or timer for automatic starting and stopping.

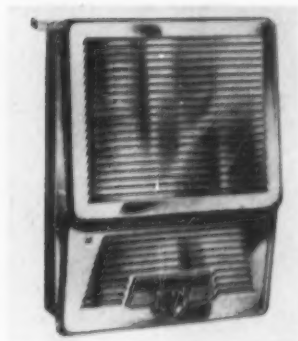
Custom series include 2-way directional louvers; push-button controls for 2-speed cooling or air circulation; infinite control; new thermostat on center dial; 2-speed fan motor; all models have slide-out chassis.

Dehumidifiers

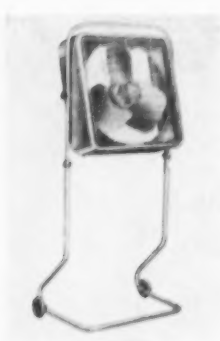
Weighing 67 lbs., the new humidifier removes 3 to 4 gal. water; operates on 110-volt 1/2 hp compressor; water container holds nearly 9 qts; humidistat measures humidity and controls operation; other features include casters and other accessories.

Gibson Refrigerator Co., Div. Hupp Corp., Greenville, Mich.

new products



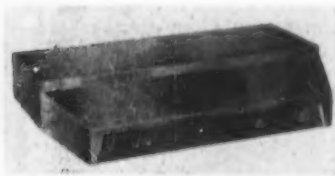
Air King wall heater



Air King Fan-mobile

AIR KING Announces Heaters Range-Hood, Fans and Dehumidifier

Two thermostatically controlled fan-forced wall heaters—WH-6 and WH-8—have an adjustable mounting bar for installation without use of headers, and a front-mounted grill that is adjustable for wall thickness; this grill mounts so that the space between grill and housing can be varied. Designed for use in bathrooms, bedrooms and nurseries as well as hotels, resorts etc.; features an overheat safety switch that automatically turns unit off in event of overheating; a chrome-plated safety grill protects fingers from reaching fan blade. WH-6 has a ferrod-type rod element \$29.95, WH-8 has a Chromel spiral wire element, \$24.95.



Air King range hood with built-in radio

Range Hood

A 5-tube, built-in superhet radio with specially designed heat and moisture resistant components is featured in the Series RH 3-speed, push-button ventilating range hood with "flip-top" features and new mitered edge design. One hood can be used for left or right or solid top installations by reversing top to match cut-out requirements; mitered edge design has sides tapering inward toward front so cabinet doors can open; all controls located at front on golden panel; varicolored pushbuttons control 3-speeds and recessed, enclosed light; radio is controlled by separate dials; available in 36, 42 and 48 in. lengths and 4 finishes: coppertone, copper anodized, stainless steel tripleplated, and stainless steel. Price \$64.40. (A hood with same features will be available without radio).

Fan-Mobile

Fan-Mobile EM-20, consists of a 20 in. 3-speed fan mounted on a 2-

wheeled floor stand that can be rolled from room to room providing air delivery wherever cooling is needed; features 180 deg tilt adjustment; adjustable height; safety grills easily removable for cleaning, non-marking 4-in. rubber wheels; can be used for intake and exhaust. Price, \$49.95

Dehumidifier

Dehumidifier, DH-20, has a permanently oiled, hermetically sealed ½ hp Freon 12 refrigerating unit; steel cabinet and grill, removable water container, fitting for a permanent drain and castors for easy portability. Price, \$99.95

Berns Air King Corp., 3050 N. Rockwell St., Chicago, Ill.



Coolerator humidifier No. HD100

COOLERATOR Humidifier

Featuring automatic humidity control and portability with humidistat controls for on and off operation; can be set for desired humidity condition by turning top-mounted control dial; may be rolled to any part of home on large, easy-rolling swivel casters; 7-gal capacity; wick-type wet filter removes dust and pollen particles from air and eliminates odors; directional louver on top provides silent, draft-free air movement; woodtone brown baked enamel finish; operates on 115 volt with 100

cu ft. air movement per min.; weighs 30 lbs; 24½ in. high, 22 wide and 10½ in. deep.

Loneragan Coolerator Div., McGraw-Edison Corp., Albion, Mich.



James-Universal built-in dishwasher No. 9918

JAMES-UNIVERSAL Dishwasher

The new under-counter, built-in dishwasher, No. 9918 takes only 18-in. space, washes more than 100 pieces at once; metal panels are available in modern decorator colors in addition to white; can be installed on right or left end of a cabinet arrangement as well as under any section of a continuous counter top; a maple top with back panel is available as accessory.

Has 14½ min. operating cycle from fill to finish; features "sweep-flow liquid brush" wash action which requires only 6 gal. water recirculated under pressure at rate of 75 gpm.

Pulls out from front on ball-bearing nylon wheels and loads from top on plastisol cushioned racks; stainless steel wash well.

Cribben & Sexton Co., 700 N. Sacramento Blvd., Chicago, 12, Ill.



Atlas-Aire brazier HP 30

ATLAS-AIRE Brazier

Super DeLuxe brazier No. HP 30 leader of the Atlas-Aire complete line of braziers for 1958 comes complete with rotisserie spit, motor and hood. Its extra large 24-in. drawn steel fire bowl is finished in black semi-gloss over a phosphate primer for greater heat and weather resistance; the 24 in. brazier grill of tripleplated copper, nickel and chrome heavy duty No. 10 wire reinforced with wire spiders and extra heavy circular rim; grill rotates on triple-plated steel center post; may be raised or lowered 5 in. with crank mechanism.

Rotisserie unit, powered by compact

motor, turns spit 6 rpm counter clockwise; tripleplated meat forks held to spit with wing nuts designed not to bend or spin; steel hood, like fire bowl, finished in black semi-gloss over phosphate primer.

Zinc-plated steel legs, continuous tread rubber-tired red, 6 in. wheels on 2 of 3 legs, third has plastic tip that acts as a brake.

Accessories include black smoker lid, aluminum clad smoker over and cutting board.

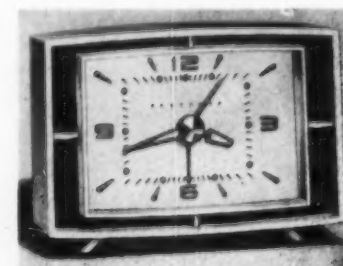
Atlas Tool & Mfg. Co., St. Louis, 10, Mo.



Westclox "Lace" alarm clock

WESTCLOX Clocks

"Lace" an electric alarm clock features a design that harmonizes with contemporary or traditional decor. Full figure dial, shatterproof crystal and sweep second and alarm indicator hands; available in antique white, pink, and blue.

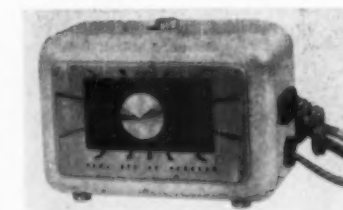


Westclox "Kenyon"

"Kenyon" a modern occasional alarm clock has tan case with brass baguettes, silvered dial, luminous, with raised golden numerals and hands.

Price: "Lace", \$4.98; "Kenyon", \$9.98. A 4-clock and display card are available in lots of 6 to the case, for Christmas.

Westclox Div., General Time Corp., LaSalle, Peru, Ill.



Paragon Time-Aid No. AT 45-0

PARAGON Timer

This electrical interval timer with audible signal handles many timing

In Philadelphia, buying begins at home



The Bulletin goes home...delivers more copies to more people every seven days in Greater Philadelphia than any other newspaper

Each year the people of prosperous Greater Philadelphia spend \$276,234,000 for home appliances. You can reach these people in the home, where the decisions to buy are made, when you use Philadelphia's home newspaper—The Evening and Sunday Bulletin. You can also give your advertising the added impact and greater realism of *R.O.P. spot and full COLOR*—evening and Sunday—seven days a week!

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Advertising Offices: Philadelphia, 30th and Market Streets • New York, 342 Madison Avenue • Chicago, 520 North Michigan Avenue

Representatives: Sawyer Ferguson Walker Company in Detroit • Atlanta • Los Angeles • San Francisco • Seattle

In Philadelphia nearly everybody reads The Bulletin

problems; powered by a $\frac{1}{4}$ h.p. Telechron synchronous motor with settings up to 60-minute intervals; buzzer signal can be manually silenced by moving pointer knob or sliding knob.

White baked enamel finish; dial marked with silver-colored graduations; black setting knob and aluminum buzzer knob; 4-ft. cord and 4 non-mar mounting feet. It can also be wall mounted; has a rating of 120-V, 60 cycles, 7 amps, 840-watts.

The Paragon Electric Co., Two Rivers, Wis.



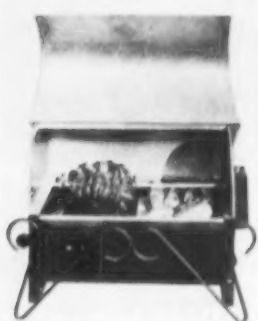
Covered Wagon Roundup wagon GE-1

COVERED WAGON Barbecuers

The 1958 line of Covered Wagon outdoor barbecuer cooking units includes new units:

"Roundup" wagon, open pit model barbecuer with windbraker available with electric motor, aluminum spit and stainless steel forks as GE-1 and also available without motor and spit as model GS-1. Roundup wagon has 2 walnut shelves and hickory handles; measures 27 $\frac{1}{2}$ in. high, 24 in. wide, 46 in. long.

"Scout" portable picnic or fireplace



Covered Wagon portable picnic model CDB-1

model 16 $\frac{1}{2}$ x14 $\frac{1}{2}$ in. grill area. Comes in two types CDB-1 with battery operated motor, aluminum spit, stainless steel fork set; and CDB-1, without motor and spit.

Other models include "Prairie Schooner" non-electric "Frontiersman" with or without motor and spit.

Features include removable concave firebox of heavy steel; cast aluminum grill; 4-position grill mechanism and covered heat-controlled cooking.

A new electric charcoal igniter has been added to 1958 line.

Prices: Roundup model GE-1, \$69.95; Scout, CDB-1, \$39.95; charcoal igniter \$4.95 extra.

George Henry Co., 8605 Lincoln Ave., Morton Grove, Ill.



Dominion fan No. 2030

DOMINION Fans

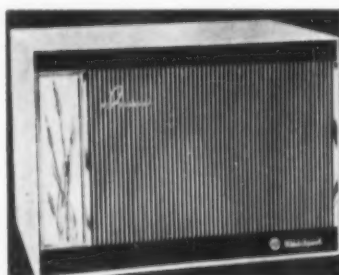
Dominion's 1958 fan line of 18 models includes four 20-in., 2-speed portable window fans with metal panels adjustable to any window from 27 to 36 $\frac{1}{2}$ in. wide; window ventilator group comprises three 20-in. models and one 16 in. model; a twin 12-in. ventilator for casement or sash installation and a "Twin 1500" kitchen ventilator.

Three all-purpose fans include a 16 in. custom, a deluxe and an economy which can be used on floor as air circulators or on table.

The floor, wall and table group feature a 16, 12 and 10-in. oscillator and an 8-in. stationary. Oscillators have special safety clutch and special tilt adjustment to convert each fan into wall model.

Price: From \$6.95 to \$54.95.

Dominion Electric Corp., Mansfield, O.



RCA-Whirlpool Imperial air conditioner

RCA-WHIRLPOOL Air Conditioners

RCA-Whirlpool 1958 air conditioning line of 15 units includes "plug-in" models, 7 Imperial models, 4 Custom units, 4 Deluxe and Imperial dehumidifier and central air conditioner units in 2, 3 and 5 h.p. models.

Imperials, designed for quick, weathertight installation in any window from 27 to 40 in. wide; materials for flush mounting are included; special kits are available for windows 41 to 54 in. wide; a hinged picture panel in a choice of 7 patterns, conceals simple control dials that provide fingertip selection of temperature fan speed, humidity, vent or exhaust action; 3 air directors are individually adjustable.

Imperial models include five 1-h.p. models one with 115-volt 12 amp; a 230 volt unit, a 208 volt model; a unit with reverse cycle heating that automatically switches from cooling to warming when outside temperature drops on chilly days; and a unit with extra heavy steel cabinet and picture frame molding for through the wall

installation; last two operate on 230 volts. Other models include a 1 $\frac{1}{2}$ hp, 230 volt unit and a 2 h.p. model.

Custom models 16 $\frac{1}{2}$ in. high suitable for installation in upper or lower section of any window 27 to 40 in. wide with special kit for windows to 54 in. feature new air volume control provides regulation of fan speed from high for hot weather to low for quiet night operation or any in-between setting; pushbutton control exhaust, cooling or vent action and shut-off; thermostat and vent position adjustable by rotary controls.

Custom models have disposable glass fiber filters; large adjustable air director that may be turned toward any part of room for draft-free ventilation. . . units include 2 1-h.p. models, a 115-volt, 7 $\frac{1}{2}$ amp and a 1 hp 230 volt unit. A 1 $\frac{1}{2}$ hp, 115 volt 12 amp unit and a 2 h.p. 230 volt model.

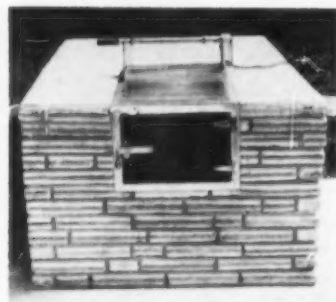
Deluxe models feature adjustable air director grilles, pushbutton and rotary controls for cooling, dehumidifying, ventilation and exhaust; adjustable fan speed to high or low; air may be recirculated even with dampers closed.

Low cabinets finished in light green with dark green and gold trim; fits windows from 27 to 40 in. wide; special kits for windows up to 54 in. optional. Deluxe models in 1 and 1 $\frac{1}{2}$ hp sizes.

Imperial dehumidifier on large swivel casters automatically removes up to 3 $\frac{1}{2}$ gal. moisture from air in 24-hr. period. Sand and charcoal finish.

Central systems finished in baked on green enamel, sound deadened throughout, 2 h.p. self-contained unit may be installed in attic, breezeway, carport or through window, transom or wall; 2, 3, and 5 hp remote units have cooling and condensing facilities in separate cabinets.

RCA-Whirlpool Corp., St. Joseph, Mich.



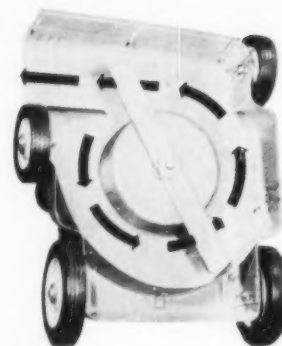
Roman Grill in modernistic outdoor installation

ROMAN GRILLE Barbecuer

This barbecuer-grill accommodates logs or charcoal; 2-piece grill is made of chrome; closely spaced grill rods make suitable for cooking weiners, hamburgers, steaks and other features; fingertip raising and lowering of grate permits easy control and automatically locks into any desired position; cast iron grate; big fire box door accommodates logs up to 24 in.; available with removable legs for indoor or outdoor use, and can also be installed in modernistic low-cost outdoor installation; a rotisserie attachment with 6 rpm, 110 volt motorized spit with 2 meat forks is also available for \$15.75 extra; removable ash pan.

Price: Grill, \$59.95, legs, \$1.95.

Kay-Townes Mfg. Co., Box 593, Rome, Ga.



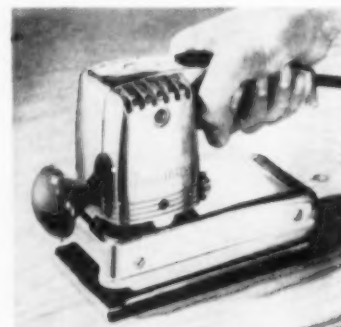
Johnston Air Dome mower.

JOHNSTON Lawn Mower

Johnston's 1958 rotary power mowers have a new Air Dome design with Jet Flow discharge.

Air Dome design gives high grass lift, enabling blade to cut grass cleanly and evenly without rough zips or brown edges; completely encloses cutting blade and Jet Flow discharge directs grass clippings over wide lawn area, eliminating "balling" or clumping of cut grass beneath mower deck.

Johnston Lawn Mower Corp., Brookhaven, Miss.



Cummins double-action sander No. 476.

CUMMINS Double-Action Sander

Combines two basic sanding motions in one piece of equipment—orbital and straight-line action. Orbital motion produces fast, "self-cleaning" action suited for removing paint, varnish from all materials, imperfections from wood, dressing down lumber, preparing wood surfaces for gluing. Straight-line action duplicates back-and-forth hand motion used to produce hand-rubbed, fine furniture finish. A directional key makes possible this 2-way versatility; key turns to right for standard finish or orbital sanding; turned to left, for straightline action—no parts to remove or fit into place, copperplated key makes easy change.

Unit comes with coarse, medium and fine abrasive paper for use on wood, plaster, metal and plastic; a pad can be changed rapidly, extended beyond housing to allow flush sanding on 3 sides; removable auxiliary handle can be secured in any of 3 positions for comfort and ease of operation. When steel wool pad is substituted for paper, sander becomes power-driven polisher.

Price, \$49.95.

Cummins Portable Tools, Div., John Oster Mfg. Co., Milwaukee, Wis.

new products

TV, RADIO, HI-FI, RECORDERS



RCA "Penfield" TV with hi-fi

RCA TV Sets

Penfield, deluxe TV receiver with built-in transistorized hi-fi sound systems that respond from 45 through changer and provision for adding a stereotape player is available in choice of mahogany, walnut, oak veneered finish.

Penfield, and the 3 hi-fi models without record changers, feature transistorized extended-range sound systems that responds from 45 through 20,000 cycles; each has separate bass and treble controls; a jack for separate speakers, AM-FM radio tuners, tape recorders or stereotape players.

Brandywine (21CF896) color set in "Mark series" features a 21-in. glass tube with 260 sq. in. picture area; available in cherry veneers and solids in open-face console; speaker system includes a 12-in. and 2 3/4 in. speakers.

Bancroft, lowboy console and Edgewood, provincial lowboy console available in walnut or cherry have 262 sq. in. viewing; a 12-in. and two 3 1/2 in. speakers; hi-fi tape or record players can be plugged into any above three sets for hi-fi music system.



RCA "Bellevue" TV "Victrola" combination

Bellevue (14VT815) table model, has automatic 45 rpm changer mounted in same cabinet with set, using a 14-in. tube; holds up to 14 records; 6 1/2 in. speaker with 3-watt output. Mahogany or limed oak with polished brass legs.

Rocklyn (21T822) tapered table model with 21 in. tube; and Glendale, (21RD852) deluxe console with remote control and motor tuning available in mahogany finish.

Prices: Penfield, \$550 including 3 speakers; Brandywine, \$895; Bancroft

and Edgewood, \$450 each; Bellevue, \$239.95; Rocklyn, \$179.95 in gray or ebony; \$189.95 in mahogany, limed oak or walnut; Glendale, \$379.95.

RCA-Victor TV Div., Radio Corp. of America, Camden, N. J.



Hotpoint console 245807

HOTPOINT 1958 TV Sets

Five new models in Hotpoint 1958 TV line includes portable, table and console models.

New models include two 21-in. table models in silver beige or light oak, a low-cost, limited production 21-in. console in light oak, a low-cost 24-in. console with dual speakers and



Hotpoint TV 215408

2 new 21-in. lowboy consoles with legs in mahogany and light oak cabinets.

Features include slender profile; new 110 deg. mirrorbeam tube; supersensitive Powertronic chassis; hi-fi front speaker.

Hotpoint Co., 5600 W. Taylor St., Chicago 44, Ill.

PACKARD-BELL Portable TV

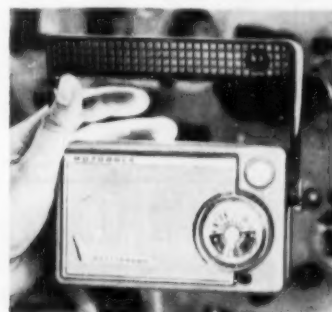
Model 17VT-3, called Porta-Bell, is a 17-in. portable television set in a pre-formed fiberglass cabinet in combinations of 3 popular decorator colors: charcoal with white, mocha or turquoise with white trim.

Fiberglass cabinet is a non-conductor, and said to have acoustical quali-

ties second to wood; scratch-proof, stain-proof and colorfast.

Other features include an interlock back with safety-type connercot plug shutting off electricity automatically when back is removed; space-saver 110-deg. aluminized tube; view-lock stabilizer to provide automatic focus; Range-finder V-88.2 chassis, retractable antenna built into cabinet; external connector at back of set for attaching to outside antenna if desired; easy-to-read side controls; 14 1/2 x 17 1/2 x 13 1/2 in. deep, 13 1/2 in. deep.

Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles, 64, Calif.



Motorola "Weatherama" transistor radio 6X39

MOTOROLA Transistor Radio

Receives government weather broadcasts, long-wave aeronautical beacon bands in addition to standard broadcasts; pocket size, the set uses 6 transistors plus 3 germanium diodes; powered by 4 penlite cells to give 200 hrs. service; set has two ferrite rod antennas housed in Roto-tenna carrying handle to give unusual pulling power and sensitivity; a slide switch converts tiny radio to receive long wave signals on which weather bureau transmissions are made.

Price: \$79.95

Motorola Inc., 4545 W. Augusta Blvd., Chicago 51, Ill.



Packard-Bell "Scandia" radio-phone console

PACKARD-BELL Hi-Fi Radio Phonos

In modern walnut finish and Swedish modern design, Scandia radio-phono combination console has an AM-FM radio, 4-speed automatic phono, 3 front mounted speakers, a 10-in. woofer and two 4-in. tweeters; self-balancing split lid; record storage rack for about 50 albums.

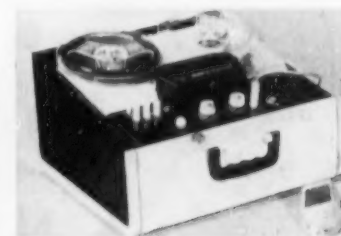
The 4-speed record changer features dual turnover, sapphire-tipped needles in heatproof, moistureproof, ceramic cartridge, one for microgroove, the

other for standard play records; takes 16-2/3 (talking books), 33, 45 and 78 rpm recordings; shuts off automatically after last record; automatically indexes for 10 and 12 in. records; 45 rpm spindle included.

Radio features an 11-tube am-fm superhet; push-pull amplifiers; ferrite-core AM loop antenna, an FM antenna and ratio detector on FM.

Price: \$319.95.

Packard-Bell Electronics Corp., 12333 W. Olympic Blvd., Los Angeles, 64, Calif.



Bell & Howell portable tape recorder No. 770

BELL & HOWELL Tape Recorder

Simplified, lighter-weight portable unit which supplements popular model 775, has twin 5 1/4 in. acoustically balanced speakers and an interlock to prevent accidental erasure of sound; housed in luggage-type case covered with gray fabric; 2-speeds; variable tone control; 5 push buttons for stop, forward, rewind, play and record conveniently grouped; can be operated at 3 4/3 or 7 1/2 ips; neon recording indicator lamp tells when proper recording level is being used; fast forward and rewind speeds; input jack for microphone, record player or radio; output jack for use with external speaker or hi-fi phono; a black wrought-iron stand with ulcite casters, available for \$9.95 extra.

Price: 169.50.

Bell & Howell, 7100 McCormick Rd., Chicago, 45, Ill.



Trav-Ler phono No. 7070

TRAV-LER Phono

Three-speed phono, No. 7070, features polystyrene case in 4 pastel colors: blue, aqua, pink and grey; die cast arm and improved cartridge for good tone; weighs 6 lbs.; 1-tube plus rectifier; PM dynamic speaker with Alnico V permanent magnet; quiet, 3-speed motor with 8-in. turntable; special recessed section for 45 rpm records.

Price: \$19.95.

Trav-Ler Radio Corp., 571 W. Jackson Blvd., Chicago 6, Ill.



GIANT
Picture Window
PLUS LARGEST OVEN
IN ANY 30" RANGE

WINDOW

with a sales wallop!

ANNOUNCING THE NEW '58 ADMIRAL SLIMLINE AUTOMATIC ELECTRIC RANGE

With the new exclusive Giant Picture Window for a clear view of the entire oven... and with the world's largest oven in any 30" range for plenty of room to cook the biggest holiday meals.

"Plus" Features that Win Women Fast!

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A MODEL FOR EVERY PROSPECT! NO WALKOUTS!

Model 3087 is one of a complete line of seven exciting, new Admiral Slimline Automatic Electric Ranges.



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new products

HI-FI, RADIO, RECORDERS



Stromberg-Carlson "Musicana" portable hi-fi

STROMBERG-CARLSON Hi-Fi Phono

"Musicana" portable hi-fi phono is the newest in Stromberg's "Custom Four Hundred" line of hi-fi phonos and radio-phonos.

Features include push-pull amplifier which provides 8-watt of undistorted audio output; 40 to 16,000 cps frequency response; separate bass and treble controls; frequency-compensated volume control; 2 wide-range hi-fi speakers include an 8-in. low frequency and midrange cone plus a 3½ in. tweeter with cross-over network; plug-in jack for external speaker.

4-speed changer plays 7, 10, and 12-in. records automatically and talking book records manually; automatic shut-off cuts off changer and turns off amplifier as well. Changer has rubber matted turntable, plug-in ceramic cartridge with dual sapphire styli and muting switch on pickup; a 45 rpm spindle is standard.

"Musicana" weighs 30 lbs.; has compact case in plastic fabric in turquoise with off-white and gold trim.

Price, \$129.50; \$139.95 for Musicana Deluxe which has external record rejection button on control panel and comes in tan plastic with gold grille and gold and white control panel.

Stromberg-Carlson, Div. General Dynamics Corp., Rochester 3, N. Y.



Webcor Regent tape recorder

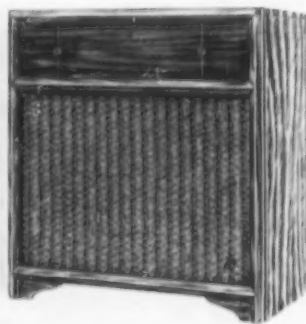
WEBCOR Tape Recorder

"Regent" a 3-speed, hi-fi tape recorder has been added to Webcor 1958 line and is available as a standard

Monaural No. 2810, Monaural Remote control No. 2819, or as a Stereophonic tape recorder No. 2820. Weighs 30 lbs., plays 3, 5, and 7-in. reels at 1½, 3½ and 7½ ips, may be operated in vertical or horizontal position; 5-watt power amplifier with negative feedback circuits delivers extended frequency response through 5 x 7 in. oval speaker; remote control microphone and foot pedal is available for 2819.

Other features include numerical type tape counter, Cathode ray tube recording level indicator; professional type editing key; monitor and tone control; fast forward and rewind control; stop-record-play control and a push-record safety lever; master off-on and volume control; input jack and 2-way output jack for external amplifier or speaker.

Prices: From 159.95 for models 2810 and 2819 to \$100.95 for Stereophonic. Webcor Inc., 5610 W. Bloomingdale Ave., Chicago 39, Ill.



Hoffman hi-fi console M 801

HOFFMAN Hi-Fi Line

Hoffman's hi-fi phono line in hard-wood console cabinetry features "Floating Sound" chamber, built of solid mahogany is spring-mounted within cabinet and completely isolated from record player and amplifier.

Specially designed amplifier features frequency display scope a visual indicator that shows how tonal adjustments affect frequency range, eliminating guesswork in adjusting controls.

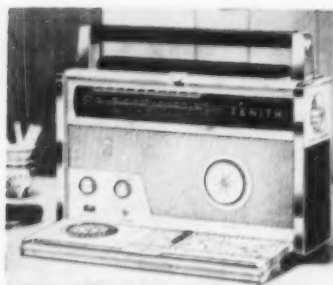
Three matched Jensen speakers combined in sound chamber with electrical crossover network; 4-speed Garrard changer has dual sapphire styli, 4-pole motor and steel precision turn table.

Also available are hi-fi consoles with AM-FM tuner, which includes such features as cascade-tuned RF stage, AFC, lighted slide-rule dial and tuning eye.

Hi-Fi phonos are available in 4 series the 801 series; 800, 802 and 8002, with AM-FM tuner each available in mahogany, limed oak or Salem maple. No. 800 series is also in walnut.

Prices range from \$199.95 for mahogany version of 801 series to \$399.95 for limed oak version of No. 8002.

Hoffman Electronics Corp., 3761 S. Hill St., Los Angeles 7, Calif.



Zenith transistor Trans-Oceanic

ZENITH Transistor Portable Radio

This all-transistor Trans-Oceanic portable tunes 8 wave bands to give reception of foreign stations on international short wave channels, ship-to-shore communications, Coast Guard weather and standard broadcast stations; band-spread tuning on international short wave bands electronically stretches distance between stations on dial to permit precision selection of even weak or far-distant short-wave stations.

Chrome-plated cabinet trimmed in black leather designed by Mel Boldt; weighs 13 lbs. including batteries; engineered to perform on trains, planes, auto, steel buildings, in extreme climates; powered by ordinary flashlight batteries; rated at 500 milliwatts.

Three antennas: telescoping Waverod for short wave use built into handle; built-in Wavemagnet antenna for normal reception of standard broadcasts; detachable Wavemagnet increases sensitivities to 300 percent in trains, planes, automobiles.

Front cover has log charts, listing weather broadcast schedules for various areas, U. S., Gulf of Mexico and Caribbean areas plus Voice of America, United Nations and Armed forces stations; a time zone dial and world time zone map; earphone for "private listening", phono jack, dialite night-tune.

Price: \$250, including batteries. Zenith Radio Corp., 6001 W. Dickens, Chicago 39, Ill.



Emerson hi-fi AM-FM Phonoradio No. 877

EMERSON Hi-Fi Consoles

Two new Emerson hi-fi consoles and a 21-in. TV console.

No. 877 hi-fi AM-FM phonoradio features an audio augmentor loudness control which automatically maintains full frequency response even when sound is turned low; acoustically bal-

anced 3-speaker sound system and dual styli 4-speed automatic record changer; available in limed oak or mahogany.

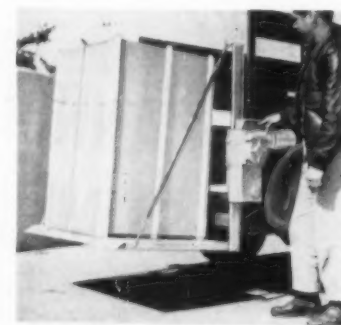
No. 887, a 20-watt hi-fi console contains a sound system consisting of 15-in. woofer and a cluster of three 5-in. tweeters; 4-speed automatic record changer with ceramic cartridge with dual sapphire styli and provision for tape recorder, AM-FM tuner and external speakers; limed oak or mahogany.

No. 1404, a 21-in. deluxe console TV incorporates the Emerson Endurance-tested chassis with full power transformer and magic memory touch control; modern console blonde or mahogany.

Prices: No. 877, \$168 to \$188; No. 887, \$198 to \$218; No. 1404 TV set, \$238 to \$258.

Emerson Radio & Phono Corp., 14th & Coles Sts., Jersey City, N. J.

FOR THE DEALER



Mid West electric "Jiffy Lift"

MID WEST Elevating Tailgate

Lifts up to 600 lbs. by touching a button; electrically powered tailgate for ½ and 1-ton trucks; geared to eliminate battery drop; reversible motor; built-in motor brake to prevent coasting; heavy duty push button control has built-in lock for safe operation; all steel, ramp type unit weighs 225 lbs. Mid West Body & Mfg., Paris, Ill.



Haco load-voltage analyzer No. 102

HACO Load-Voltage Analyzer

Designed especially for testing voltage adequacy for room air conditioners ½, ¾ and 1 h.p. without necessity of air conditioner first being installed.

This portable load testing instrument determines the line voltage drop of an existing circuit—helps recommend dependable unit, and safeguard against fire.

Price to distributor \$34.80 less 30% for 12 or more; \$29.90 less than 12.

Heights Air Conditioning Co., 3607 Hildana Rd., Cleveland 20, O.

Your housewares business begins here ...with these 724 Exhibitors

EXHIBITOR

A-M-R Chemical Co., Inc.
Ace Products Co.
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Air-Lux Corp.
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All Luminum Products, Inc.
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Aluminum Cooking Utensil Co., Inc.
The Aluminum Goods Mfg. Co.
Aluminum Housewares Co.
Aluminum Specialty Co.
American Biltrite Rubber Co.
American Casserole & Specialty Co., Inc.
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Atlantic Tubing & Rubber Co.
Atlas Tool & Mfg. Co.
Automatic Controls Corp.
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Beacon Wax
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Behl Housewares Corp.
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Banley Products Co.
Banny Products Co.
Banton Molding Co.
Barg-Erickson Corp., The
Bartwick Laboratories, Inc.
Branchell Co., The
The Brainerd Co., The
Briddell, Inc., Charles B.
Bridgeport Brass Co.
Brilliant Metals Corp.
Bromwell Wire Goods Co., The
Brookpark Div., International
Brown, Inc., John Clark
Bruce Co., E. L.
Bryant Electric Co., The
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Burgess Vibracrafters, Inc.
Burlington Basket Co.
Burns Mfg. Co., Inc., The
Burroughs Mfg. Corp.
Burnham Co., The
C & H Air Conditioning
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Cadin Chemical Products, Inc.
Cal-Dak Co., The
Campro Products, Inc.
Capitol Products Co., Inc., The
Cardinal China Co.
Carlson Products, Inc.
Carlisle Mfg. Co., Inc.
Carlson Products, Inc.
Casse Products Corp.
Casse & Sons Cutlery Co., W. R.
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Century Enterprises Inc.
Century Products, Inc.
Certified Home Products
Chain Store Age
Chaney Instrument Co., John L.
Charleston Industries, Inc.
Chatham Glass Co.
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Chemes Corp.
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Chico General Products Corp.
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Columbus Plastic Products, Inc.
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Dacoware Div., Continental Scale Corp.
Dainoff Products, Inc.
Danco Thermometer Co., The
Copper Brite Inc.
Corbin, Inc., R. K.
Corcoran Mfg. Co.
Corduan Mfg. Co.
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Cory Corp.
Coughlan Co., G. N.
Cream City-Met-Tap Div., Jones & Laughlin
Steel Corp., Container Div.
Cromwell Silver Corp.
Crown Rubber Co.
Crown Sanitary Products, Inc.
Dagel Plastics, Inc.
Dartco Co., Inc.
Davies Molding Co., Harry
Davis Co., J. C., The
Davis Mfg. Co.
Dayless Mfg. Co., Inc.
Deasy Corp., The
Dee Mfg. Corp.
Dennis Mitchell Industries
Department Store Economist
Deshler Broom Factory, Inc., The
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Detroit Mfg. Co.
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Dorand of California
Dor-File Mfg. Co.
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Dover Mold Industries, Inc.
Draxon, N. E.
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Duo-Fold Mfg. Co., The
Duo-Delloy Products Co.
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Durham Mfg. Corp.
Durst Mfg. Co., Inc., The
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Du-Wat Products, Inc.
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Elco Republic Co.
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Empire-Amerex
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Erie Map & Wringer Co.
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Everedy Co., The
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Riverside Basket Co.
Logan Company
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Luce Reflexite Corp.
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Magia Products
Magna Products, Inc.
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Manning-Bowman Div., McGraw-Edison Co.
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Sunbeam Corp.
Sunlite Corp.
Superior Electric Products Corp.
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Superior Products Corp.
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Textile Mills Co., The
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Thompson Corp., The
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Toastwell Co., The
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Ullman Co., Inc., The
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...once to the dealer

...and once to the consumer"

...and you're so right, **Admiral Corporation!**



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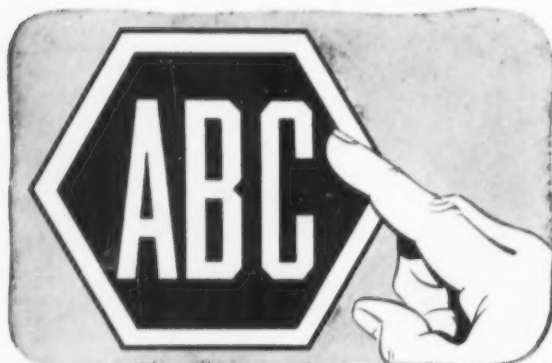
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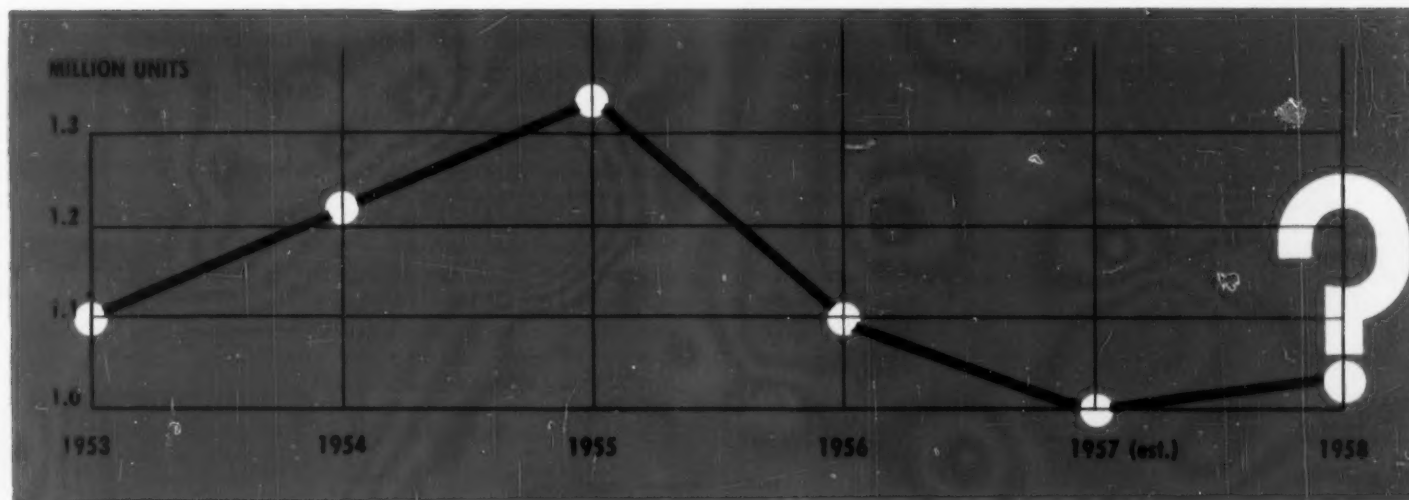
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trade report

HARRY GRAYSON Editor



THE HOUSING PICTURE BEGINS TO BRIGHTEN

That's of real importance to the appliance trade. This year's building slump has hurt the appliance market

But the industry can take heart because the consensus now is that housing will begin to shake its doldrums

NEW houses mean new appliances.

The relationship between the home-building and the appliance industries is just that simple.

That's why the appliance industry has been worried about the doldrums which have hit housing in recent months.

And that's why appliance men can take heart from the outlook for home building for 1958. Starts, which dropped from 1.33 million in 1955 to a little less than a million this year, apparently started upward in October.

Now, housing experts are predicting that 1958's starts will run anywhere from four to eight percent ahead of this year's level. One dissenting voice is that of economist Miles Colean writing for *House & Home*. He feels that starts will continue under a million, perhaps dropping to 950,000.

But the government (The U.S. Depts. of Labor and Commerce) thinks starts will hit 1.04 million. The F. W. Dodge Corp. and McGraw-Hill's own department of economics are still more optimistic with guesses of 1.075 and 1.08 million, respectively.

One thing almost everybody agrees on is the need for stepped-up housing. Colean, for example, thinks that in view of the demand for housing one could reasonably expect to see 1.5 million homes started next year. He bases this on a number of factors including increases in population, a low vacancy rate in existing housing, demolition of 250,000 dwelling units a year and the increasing number of people in higher income brackets.

But Colean feels that frozen interest rates for money lent under VA and FHA programs will prevent anywhere near this number

of houses being started. It is his contention that not more than 700,000 homes can be financed on conventional mortgages and all-cash financing. VA will add no more than 60,000 to this total and FHA will have to carry the rest. This year FHA will finance 160,000 homes, Colean says. That would have to be increased by 90,000 if starts were to hit even a million.

Those who look for an upturn base their calculations almost entirely on a softening demand for investment capital in other sectors of the economy. This should free more money for mortgages, but the full effect probably won't come until the second half.

That's why the predicted gains are on the conservative side. Conservative or not, however, these gains could give housing—and appliances—a big boost in the year ahead.

THE JANUARY MARKET: Old Faces in New Places

THE coming Market in Chicago, January 6-17, will jog old hands expecting to make the same rounds. Among other changes, they will be looking at exhibits in hotels too.

Frigidaire, for one, is moving out of the Furniture Mart until after the Winter Market, and until the question of "How many markets per year?" has been settled. According to Frigidaire spokesmen, they'll be in the Bernard Shaw Room of the Sherman Hotel. They say this will give them twice as much floor space to show the entire 1958 "Sheer Look," plus three entire kitchens in cooperation with Mutschler Brothers; Carr, Adams & Collier; and St. Charles Kitchens.

Some fourteen other fifth-floor exhibitors at the Furniture Mart

have also moved out—some to the Merchandise Mart, others with plans for separate exhibits at Chicago hotels, and others evidently with no plans at all.

There are no major shifts on the Merchandise Mart's 11th floor. But some of "the same old exhibits" will have a change of face. Both Hotpoint and Westinghouse, for instance, have stripped their spaces to the walls and are going to present completely new appearances.

Westinghouse will be lighter and brighter, with an "Italian modern" decorating job, mainly in white. A feature of the Westinghouse space will be in the listing room. At Hotpoint, there won't be any complete kitchens. Instead, there will be "kitchen groupings" and a

greater emphasis on the future. This includes built-in appliances, a "new kind of electronic cooking device," and experimental devices of several kinds that Hotpoint will unveil at the Market. Most experimental units will be "possible within five years."

There is evidence that the Merchandising Mart is aggressively working to stimulate interest for the appliance-radio-TV exhibitor.

Rumored are special exhibits for new products actually unveiled at the Markets, and other special treatment for anything new and sensational. The Merchandise Mart has re-instituted consumer tours of the Mart and also has a special 11th-floor tour that includes a radio broadcast from the RCA space. They have contacted 5000

Chicago groups offering them the Mart's services in arranging tours. During the Market, of course, public tours will be suspended.

Another record crowd is expected in Chicago next month. Neither Mart sees any reduction in the number of visitors, in the hotel space problem, or in the amount of business to be done. Mart officials think that this year will see more new merchandise offered, but they expect a "very competitive" market, which means there will be more to look at than ever.

Admittedly, however, the function of the January Market has changed for the appliance-radio-TV industry, according to spokesmen for both Marts. It's now principally a "meet-and-greet" situation.

Partial List of Market Exhibitors*



MERCHANDISE MART

ABC, Altarfer Bros. Co.	1146
Admiral Corp.	1191-96
Aluminum Specialty Company	1473 B&C
Amana Refrigeration, Inc.	1127
American Kitchens Div.	
Avco Mfg. Corp.	1162
American Motors Corporation	
Kelvinator Div.	1124-25
American Standard Corp.	
Youngstown Kitchens Div.	1119
Atlas Tool & Mfg. Co.	1199
Ben Hur Mfg.	11-114
Berger Mfg. Div. of	
Republic Steel Corp.	11-116-117
Bersted Mfg. Co.—Div. of	
McGraw-Edison Co.	1467
Brammer Mfg. Co.	1178-9
Calcinator Corp.	1142
Camfield Mfg. Co.	14-102
Carrier Corp.	840
Central Rubber & Steel Corp.	1142
Cobi Midwest Sales Co.	1142
Coleman Co. Inc., The	11-115
Coppes, Inc.	1189
Coppes-Nappanee Kitchens	1189
Cribben & Sexton Co.	1164
Crown Stove Works	1176
Dazey Corp.	1479
Dominion Electric Mfg. Corp.	1422
Dormeyer Corp.	1498
DuMont, Allen B., Laboratories Inc.	11-116A
Easy Washing Machine Div. of the	
Murray Corp. of America	1168-1169
Electric Steam Radiator Corp.	1479

Farber, S. W. Inc.	1419-A
Farberware Co.	1419-A
Florence Stove Co.	1147
General Electric Co.	
Air Cond. Div.	1188
Appliance & Television Receiver Div.	1117
Clock & Timer Dept.	1123
Hotpoint Co.	1120
Housewares & Radio Receiver Div.	1123
General Slicing Machine Co. Inc.	1492
Gibson Refrigerator Co.	
Div. of Hupp Corp.	11-102
Gillette Corp.	1472
Hamilton Mfg. Co.	1175
Hobart Mfg. Co., Kitchenaid Div.	1180
Hobart Mfg. Co., Kitchenaid	
Electric Houseware Div.	1492
Hoover Company, The	1417
Hotpoint Co.	1120
Ironrite, Inc.	11-117A
Johnson, S. C. & Son, Inc.	1477
Kelvinator Div. of American Motors Corp.	1124
Kindl Products	1177
Kitchenaid Electric Housewares	
Div. Hobart Mfg. Co.	1492
Kitchenaid Div., Hobart Mfg. Co.	1180
Knapp-Monarch Co.	1483
Landers, Frary & Clark	1479
Lansdale Tube Corp., Div. Philco Corp.	1100
Lasko Metal Products	14-119
Leonard Appliances Div.	
American Motors Corp.	1124
Lewyt Corporation	1174
Lindemann, A. J. & Hoverson Co.	11-104
Loneran Coolerator Div. of	
McGraw Edison Co.	1468
Magic Chef, Inc., Northern Sales Div.	1167
Magnavox Co.	1126
Manitowoc Equip. Wks. Div.	
The Manitowoc Co. Inc.	1199
Manning-Bowman, Div. of McGraw	
Electric Co.	1467
Maytag Co., The	11-105
McGraw Edison Company	
Bersted Mfg. Div.	1467
Loneran Coolerator Div.	1468
Manning-Bowman Div.	1467
Speed Queen Div.	11-103
Toastmaster Products Div.	1474 & 74-A
McMahon, R. S. & Co.	1155
Meier Electric & Machine Co.	1487
Metal Ware Corp., The	1411-A
Monitor Equipment Co.	1123-A

Motorola, Inc.	1170-73
Murray Corp. of America,	
Easy Laundry Appl. Div.	1168-9
Mutschler Brothers Co.	1144
Noma Lites Inc.	1472
Norge Division, Borg-Warner Corp.	234
Norris-Thermador Corp.	11-104
Northern Electric Co.	1453
Paragon Electric Co.	1497
Peerless Mfg. Corp.	1177
Philco Corp.	1100
Preway, Inc.	1198
Proctor Electric Co.	1412
Quaker Mfg. Co.	1147
Radio Corporation of America	11-111
Republic Steel Corp.	11-116
Republic Steel Kitchens	11-116
Revco, Inc.	1137
Rheem Mfg. Co.	1130
Rite Distributors Inc.	11-117A
Rival Mfg. Co.	1494
Rival Mfg. Co.	14-103
Samuel Stamping & Enameling Co.	
Suburban Range Div.	1199
Sessions Clock Co., The	1409
Siegler Corp., The	360
Son-Chief Electric, Inc.	1466
Speed Queen Div., McGraw-Edison Co.	1160-61
Steam-O-Matic Corp., The	1492
Steam-O-Matic Corp.	14-103
Steinmetz & Kelly	1422
Stoware, Inc.	1493
Superior Electric Products Corp.	1487
Swifton, O. A. Corp.	11-114A
Swartzbaugh, Ted & Assoc.	14-101
Swing-A-Way Mfg. Co.	14-101
Sylvania Electric Prod. Inc.	
Radio & Television Div.	1155
Tappan Stove Co., The	1134
Temco, Inc.	1197
Thermador Electrical Mfg. Co. Inc.	11-104
Toastmaster Products Div.	
McGraw Edison Co.	1474
Tracy Mfg. Co.	1142
Wagner, E. A. Mfg. Co.	1422
Westinghouse Electric Corp.	11-122
Whirlpool-Seeger Corp.	11-112
Youngstown Kitchens	
Div. of American Standard Corp.	1119
Zenith Radio Corp.	1158-59



FURNITURE MART

Altheimer & Baer, Inc.	546D
Arvin Industries	522
Athens Stove Works	626
Atlanta Stove Works	540B
Auto Stove Works	546A
Barler Metal Products	538B
Barton Corporation	549A
Blackstone Corp.	544A
Boston Stove Foundry Co.	537B
Brown Stove Works	515B
Caloric Appliance Corp.	519
Dixie Products, Inc.	524
Eagle Range & Mfg. Co.	547A
Erlich, Lou	549A
Fairbanks-Ward Industries	225
Hardwick Stove Co.	1530-31
Homak Mfg. Co., Inc.	540B
Katz, Frank M.	1012
Kemper Bros.	1247
Kingsley Products	1020
Lifton Co., Inc., Harold	941
Loneran Co., Vincent J.	2351
Magic Chef, Inc.	517
Marshallan Mfg. Co., The	1144
Marvel Metal Products Co.	509B

Monarch Washer Div. Central Rubber & Steel Corp.	516B
National Silver Co.	515B
O'Keefe & Merritt Co.	537A
Parker-Allen Industries	549B
Quicfrez, Inc.	538A
Rabbin Products	514B
Roper Corp., Geo. D.	529
Starbrand Sales Corp.	549A
Sub Zero Freezer Co.	537B
Sunray Stove Co.	541-42A
Tennessee Stove Works	504

United States Stove Co.	504A
Welbilt Stove Co., Inc.	501-502-543B
Wilshire Mfg. Co.	514B
Woman's Friend Washer Div. of Central Rubber & Steel Corp.	511A
Zenith Machine Co.	504

*(ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the managements of the Furniture and Merchandise Marts and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)

Is Foreign Hi-Fi At Peak?

Right now we are importing 200,000 radios and phonos per year from Germany and this may be almost as high as the total will go, German official says

How many imported hi-fi sets can the American market absorb?

A man in a good position to know came up with a partial answer to that question last month. He is Werner Meyer, vice-president and general manager of Blaupunkt and president of the West German Export Assn.

This year, said Meyer, the United States will import about 200,000 German radios and radio-phonos combinations. What's more, Meyer continued, this is about as many German sets as the domestic market will take. He doubts that more than 250,000 sets will ever be imported from Germany.

Right now, Meyer said, imports consist of 70 percent consoles and 30 percent table models. Only last year the mix was 50-50.

Meyer acknowledged that importers were feeling the effect of American firms entering the hi-fi market. But he contended that firms such as Blaupunkt will always find a market for their product because of overall quality, technical features and, above all, continental styling. Among technical features on German sets which have proved to have a strong appeal to American customers is short wave, Meyer said.

Right now, said Meyer, the American market takes six percent of German radio exports. It is his contention that half of the radios sold throughout the world today are of German origin. He said that 25 percent of German TV is exported.

Meyer was emphatic in urging American TV makers to step up their export activity. He said he thought the German market could be an attractive one for U. S. firms if they would be satisfied with relatively limited runs. Although the

German TV market is largely untapped he said he did not think it would take more than 50,000 units a year for some time. He emphasized that American firms would have to make provision for adequate service facilities.

Farm Survey Studies Laundry Saturation

The extent to which farm families are in the market for appliances using hot water has been indicated by a recent survey.

The status of laundry units and water heating equipment on the farm was determined recently by a survey conducted by *Farm Journal* magazine. Of 1000 families questioned, 720 replied.

The replies showed that 72.4 percent of these families have a separate water heater. To put these water heaters to use, 85 percent of respondents reported having an electric clothes washer (61 percent wringer type; 30 percent automatic; others making up the balance). In addition, 16 percent of all respondents have a clothes dryer, 80 percent of which are electric.

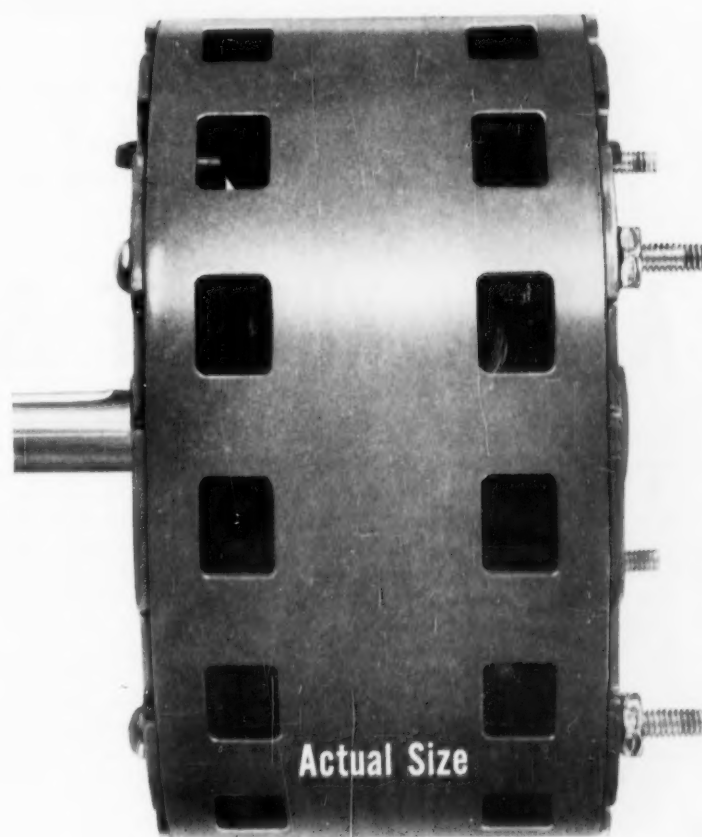
Some 98 percent of respondents own at least one electric hand iron. Breakdowns include 69 percent who own a dry iron, 45 percent who have a combination steam and dry type, and 16 percent who own both types.

As for ironers, 12 percent of respondents have one (90 percent are electric).

Substantial percentages of farm families plan to make appliance purchases in the next twelve months. Some 7.2 percent plan to buy an automatic water heater; 6.1 percent plan to buy an automatic clothes washer; 7.1 percent an automatic clothes dryer; and 2.2 percent a combination washer-dryer. Electric appliances were favored over gas by more than two-to-one.

SLIM

NEW GENERAL ELECTRIC FAN MOTOR WILL HELP YOU . . .



... Sell Style in 1958!

General Electric's new two-bearing motor speeds the trend to thinner, more compact, better looking window fans for your design conscious customers. It will let you sell style in 1958.

To get fans with fashion appeal and built-in buyer preference be sure to specify General Electric's new Slim "29" frame motor on your next fan order. General Electric Co., Schenectady 5, N. Y. 632-10

Progress Is Our Most Important Product

GENERAL  ELECTRIC



HARD AT WORK on dealer floor, shirt-sleeved Wade Brightbill, left, helps appliance buyer A. W. Evans set up a hi-fi promotion. It's only one of many jobs done by men like Brightbill, who are . . .

A NEW KIND OF SALESMAN FOR HI-FI

THERE aren't many factory salesmen like Wayne Brightbill calling on dealers. But there soon will be more.

Actually, Brightbill and three others like him on the RCA Victor payroll aren't salesmen. On RCA's job description sheets they're members of the "market development group." But to distributors and dealers with whom they've been working in recent months they're simply "hi-fi specialists."

So successful has been the work of this group that RCA will soon add four more men so that each of the firm's sales regions

will have a hi-fi specialist available.

The group was created last winter after extensive shopping at the retail level had convinced RCA Victor vice-president James Toney and general sales manager Louis Collins that there was an acute need for sales training at the retail level.

Primarily, that's what the specialists in the new group do. They train both the dealer and distributor. In addition, they help out the distributor salesman in opening new hi-fi accounts and stay around to help the new dealer launch his hi-fi activities. They staff

booths at hi-fi shows, make radio appearances, and explain hi-fi to innumerable civic and social organizations.

The specialists have been carefully recruited; all have a heavy background in selling. Extensive training at the factory completes their indoctrination. Once they're at work they report to Bill Frick, manager of market development for the division. Frick was one of the men who drafted the original market development plan and, according to Collins, must be given a major share of the credit for its success thus far.



ANOTHER IMPORTANT job for Brightbill is helping distributor salesmen open up new accounts. Here he puts on a presentation for C. A. Schuster, general manager and A. W. Evans appliance buyer, for Gayfer's in Pensacola, Florida.



TYPICAL OF WIDE-RANGING activities of men like Brightbill is this demo in record department of Rich's in Atlanta. In such stores hi-fi sales are not limited to one department and Brightbill offers training for buyer Dinty Moore and sales girls.



MOST IMPORTANT single function of market development men like Brightbill are the sales training sessions they run for dealers and distributors. Here Brightbill runs a meeting for distributor salesmen at Yancy Co., Atlanta.



TV Trend for '58?

Last year, Sylvania made a bid for a larger share of the television receiver market by introducing the 110-degree tube. Last month, the firm made a second such bid by making a radical cabinet design change called the Sylouette.

The new 21-inch Sylvania sets may set a trend in TV furniture styling during the months to come. Encased in a ten-inch, all-wood cabinet, the tube projects from the front, thus creating a "floating picture" design.

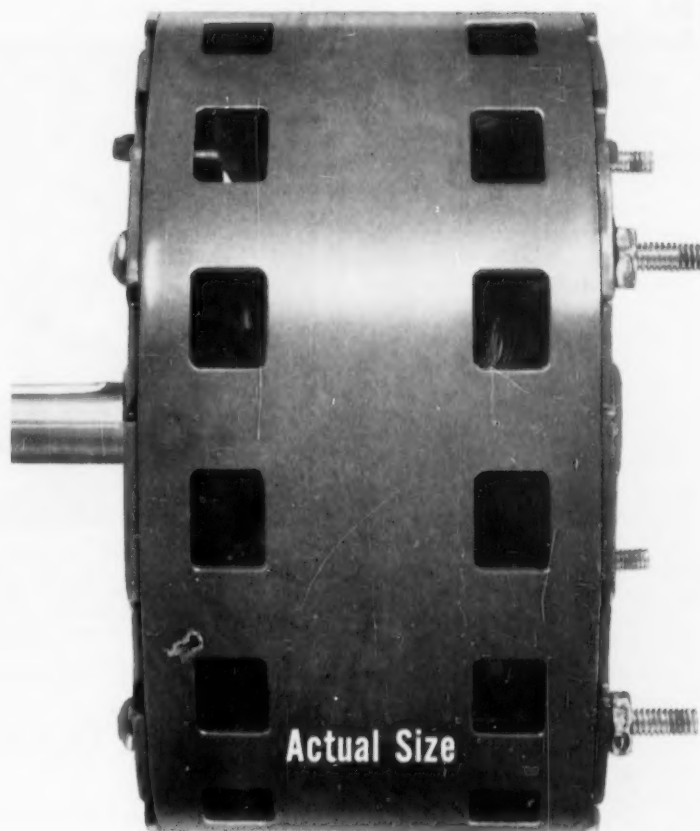
The design of the new set has enabled Sylvania to place three hi-fi speakers around the picture tube, thus producing a surround sound effect. The control panel, concealed under the top of the set, is reached by sliding the top back a couple of inches.

The new cabinets come in limed oak, mahogany, and walnut. They are mounted on square brass legs with brass trim on the set. Although Sylvania has declared an open list, the sets are designed to retail in the neighborhood of \$400.

New Plant for Regina



FIRST SHIPMENT of floor polishers from Regina's new million-dollar Rahway, N. J. plant start its journey. Lannon F. Mead (left), president, and L. R. Beavis, president of the N. Y. distributing firm, for whom shipment was intended, beam approval.



SLIM

NEW GENERAL ELECTRIC FAN MOTOR FILLS CUSTOMER'S DESIRE FOR Fast Reversing Fan

When you ask for G.E.'s new Slim motor on your window fan units, you'll be getting the fastest reversing shaded-pole motor on the market. It reverses from full speed in one direction to full speed in the opposite direction in less than 30 seconds. Your customer also enjoys longer pushbutton switch life because the slim stator design has more coil, means less watts in the separate reversing circuit. Make sure the fan units you order are equipped with General Electric's slim "29 frame" motor—the motor with built-in buyer preference. General Electric Company, Schenectady 5, N. Y.

632-11

Progress Is Our Most Important Product

GENERAL  ELECTRIC

G-E Test-Markets Rotisserie in West

An \$89.95 rotisserie oven was introduced by General Electric Co. to its distributors and dealers in the eight western states last month as the second appliance to be given a several-months market test in the Far West before being put on the market elsewhere in the nation. Its automatic percolator was introduced and tested in the Far West four years ago.

In this major step by G-E to push the "second oven" concept, the company will put its model R-20 into full supply in the Far West where its marketing can be tested under the most diversified conditions in the nation, according to M. M. Wheeler, G-E's regional sales manager for the portable appliance department.

Before entering the rotisserie field, with its long history of booms and busts, G-E spent five years on consumer surveys and market studies, Wheeler reported. The company found that a rotisserie would find big public acceptance if dependable and backed by good service. He pointed out that the rotisserie now has a 9 percent saturation.

SCHEDULED MEETINGS

WINTER MARKETS

Merchandise & Furniture Marts
Chicago, Ill.
January 6-17

NATIONAL HOUSEWARES & HOME APPLIANCE MFRS. EXHIBITS

Navy Pier & Drill Hall, Chicago
January 16-23

NATIONAL ASSN. OF HOME BUILDERS

14th Annual Exposition
Conrad Hilton & Sherman Hotels
& Chicago Coliseum
Chicago, Ill.
January 19-23

WESTERN WINTER RADIO-TV & APPLIANCE MARKET

Western Merchandising Mart
San Francisco, Calif.
February 3-7

NATIONAL ELECTRICAL WEEK

February 9-15

NEW ENGLAND HOME SHOW

Mechanics Building
Boston, Mass.
February 13-19

14th ANNUAL NATIONAL WIRING PROMOTION CONFERENCE

Statler Hotel
Detroit, Mich.
February 20-21

Vive la France!



A WEEK ON THE RIVIERA is charted for prize-winning Fedders-Quigan air conditioner dealers in 1958. This year, they went to Nassau; next year, some 2000 of them will spend company-sponsored, expense-free vacations at Cannes, France. Here Fedders vice president U. V. Muscio, left, clinches the deal with Jean Boucoiran, right, France's director general for tourism.

The Big Push

Year-end promotions see 1957 out and ambitious ad campaigns, dealer-incentive plugs take shape for 1958 in the appliance-TV industry

Fourth-quarter and early-1958 promotions are underway or ready to be set off by companies in every phase of the appliance-TV industry. Some of these include:

A Christmas window display contest is planned for Admiral dealers, for displays which must be up at least three weeks between November 25 and December 25. National prize is \$1000. There are additional regional and distributor area prizes. Admiral has also developed a new carton with three knife-cut sections that permit a dealer to check a portable television receiver before delivery without removing it from the carton. The viewing slots permit access to the parts of the set that need checking—the picture tube, the power line cord, and the controls.

The Bing Crosby Pro-Amateur Golf Tournament will be telecast live on January 12 under the sponsorship of Easy Laundry.

A special dealer co-op advertising program featuring unlimited ad placement will be offered by Eversharp Lawn Mower Corp. as part of its 1958 sales program. For unlimited insertions, Eversharp will supply ad mats and pay for 60 percent of each dealer's advertising costs.

Fedders-Quigan Corp. is beginning a winter air conditioner campaign beginning this month. The

first segment is a double-page spread in *Readers Digest*; the second phase will employ local newspaper advertising on a co-op basis with distributors. These must be placed by February 28.

General Electric is aiming a "Thanks a Million" promotional campaign at retail salesmen designed to sell a million G-E appliances and TV receivers before Christmas. A series of contests and awards has been set up. There will be a foreign vacation for dealers, a Family Gift Contest for retail salesmen, as well as Citation Awards. Distributors will receive special 30th Anniversary Awards. For consumers, there will be "Anniversary Sales" specials.

A Christmas puppet promotion, a Christmas traffic kit, and a special demonstration kit are some of Hotpoint's new promotional items. The puppets are Santa Claus and "Happy Hotpoint." The stage is a life-size cardboard replica of a Hotpoint TV set. Included are a 78 rpm record and a banner. The Christmas traffic kit includes tent cards for tops of TV sets, bell-shaped hangars, and a life-size display which fits all Hotpoint TV consoles.

Motorola is sponsoring a "Mystery Island Treasure Hunt" for distributor salesmen. Winners will journey to an unspecified island in

the Caribbean where the treasure hunt will take place. A total of \$100,000 in cash is to be found and divided. A special \$1-million advertising program has also been announced by Motorola. A series of 12 full-page ads, nearly two every week for eight weeks will appear in newspapers in over 100 key markets.

Necchi-Elna is giving a Christmas present to its retailers in the form of full-page color ads in Sunday supplements in 55 markets. These will include local dealer listings in each area.

ORRadio Industries is encouraging a "Tape It Off the Air" promotion. Kits for this include: an easel display card with pocket containing detailed instructions on recording programs off the air; a two-color window streamer identifying the store as headquarters for the promotion; and promotional literature showing how the dealer can increase his own tape and tape recorder business by cooperating.

Precision Electronics Inc. has introduced a new Live High Fidelity Demonstration Merchandiser in which a self-contained control switch box permits immediate switching from one operating component to another for comparative purposes.

RCA-Victor radio and "Victrola" division has scheduled its heaviest and most concentrated seasonal advertising campaign for radios and phonographs during the current quarter. Nationally, the campaign is using network radio and television and mass circulation magazines.

Local dealer listings in newspaper ads to be paid for entirely by the manufacturer will be offered by Ride-A-Mower Corp. as part of its expanded advertising program for 1958. The company will assume complete cost of a series of 4-page newspaper ads to be run in every area where there is distribution.

Successful Farming magazine will continue its promotional activities in 1958 to help dealers sell more appliances and kitchens to farm families.

This year, 1125 radio stations have responded to U. S. Steel's offer of a radio service kit. One feature of the kit is an electrical transcription of a special "Snowflake" jingle in addition to a musical signature.

Westinghouse distributors throughout the country have issued material to execute the firm's first full-line dealer merchandising program. Designed to tie in directly with the company's national "Shape of Tomorrow" campaign, the pro-

ject is the first step in a program to provide dealers with full-line sales programs rather than separate product projects.

Youngstown Kitchens and Procter & Gamble are joining in a dish-

washer promotional campaign in which retail dealers are able to offer a full year's supply of Cascade detergent with every purchase of one of the company's Jet-tower dishwashers.

Co-op Without Red Tape

That's what G-E's housewares and radio receiver division hopes to achieve with a new plan which provides outright promotional allowances to distributors

General Electric's housewares and radio receiver division has moved to cut some of the red tape from co-operative advertising.

Up to now distributors have had to file monthly claims for ad allowances to cover promotional activities. In addition, distributors had to spend a stipulated amount of their own money to qualify for the co-op from the company.

By the very nature of things all this reporting involved a lot of paper work. Now, G-E has abolished these requirements and will pay each distributor a monthly ad and promotional allowance equal to 1.5 percent of his purchases.

In its letter to distributors announcing the new plan, G-E itself anticipated two reactions:

(1) that the move was actually a restoration of margin cuts which were announced in 1955. Not so, says G-E. The new plan is actually a logical development. Ad manager M. M. Masterpool pointed out to distributors that "when we embarked on our new pricing program we stated we must all adopt merchandising techniques which would exploit to the fullest extent possible the lowest consumer prices we can establish . . . it became apparent that we had saddled our distributors and ourselves with added expense by complicated methods of reporting."

(2) that distributors could pocket the new allowances since they would not have to document advertising expenditures and that distributors could stop spending their own money to contribute to promotional plans. But Masterpool warned that the new plan could be successful only if "you continue to add your share to the factory funds up to, and, as had been the practice in the more successful distributorships, in excess of one percent of the net sales billed by the product departments." Masterpool warned distributors to set up accounting procedures which would allow G-E's district reps to "re-

view" such expenditures and "offer advice and counsel."

Masterpool added that "it would obviously be necessary to (terminate the plan) if experience suggested that distributors were not carrying out their part of the promotional activities with the same efforts and results they have in the past."

GESCO and HASCO Under Factory Rule

In a move apparently designed to give the product divisions better control of factory distribution, General Electric has transferred the major appliance and television operations of the General Electric Supply Co. to the parent factory. Simultaneously the responsibility of the Hotpoint Appliance Sales Co. was transferred from HASCO to the parent company. The major appliance and television operations of GESCO are now controlled from Appliance Park in Louisville, while the HASCO operation now reports to Hotpoint's Chicago offices.

According to John F. McDaniel, newly-appointed acting general manager of HASCO, the transfer was made primarily for better control of company-owned inventories, better liaison with distribution, and improved marketing and service efficiency. Hotpoint president John Sharp also emphasized that no changes are contemplated in distributor areas serviced by Graybar Electric Co. and independent distributor houses.

Although General Electric has not done so as of this writing, it is rumored that the company may merge the former GESCO operation with its General Electric Appliance set-up. Meanwhile, GESCO in Bridgeport, Conn., maintains control of all other segments of its operation, including housewares, radios, and lamps.

WHEN YOU SPECIFY
GENERAL ELECTRIC'S NEW

SLIM

FAN MOTOR YOU GET ASSURED
Customer Preference

Your window fan customers know that "G.E." stands for dependability. In a special sales test conducted in Stamford, Connecticut, 28 purchasers out of 30 bought the product identified by a G-E sales-aid tag — though deliberately priced higher. They know they'll get a good product and that excellent service will be available quickly through nationwide service network. Specify General Electric's trim new fan motor, use the tag below and watch sales rise. General Electric Co., Schenectady 5, N. Y. 652-12



NOW DRY-R-X

BRINGS YOU

NEW NEW



* Only patented, self-thawing clothes dryer vent with exclusive automatic weather-proof damper.

SELF-CENTERING CLOSE-COUPLED VENT FOR SPEEDIER INSTALLATION.

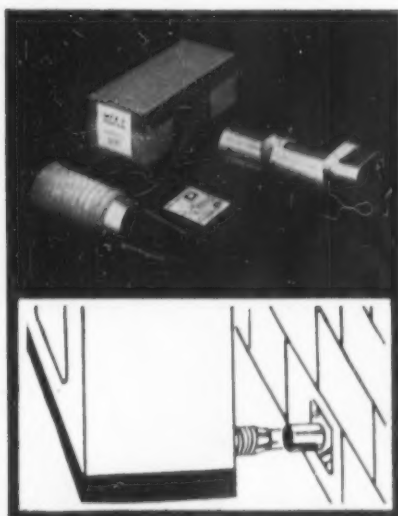
LOWER PRICES . . . MORE TO SELL FOR MORE PROFIT.

NEW VENT

New self-centering close-coupled vent provides for fastest, easiest direct venting on outside wall from kitchens and utility rooms. New coupling is automatically self-centering—automatically locates and tightens itself. Accordion action of flexible tubing automatically adjusts to desired distance from 12-inch maximum to flush. Available for 3-inch or 4-inch diameter dryers. All kits individually packaged with instruction sheets.

SAVES TIME AND LABOR

New coupling unit with 3-prong guide makes it easy to connect flexible tubing to vent pipe. No lost time or fiddling around in cramped quarters trying to engage tubing and vent.



NEW LOWER PRICES COMPLETELY LISTED FOR DEALERS AND DISTRIBUTORS

Our top quality line, together with completely new close-couple unit and new lower prices gives you more to sell for more profit. For your convenience we eliminate pricing guesswork. Only DRY-R-X provides separate, printed, easy-to-use price sheets for dealers and distributors. All prices are plainly spelled out so you know your profit picture at a glance. All DRY-R-X kits are individually packaged with instruction sheets. Freight allowed on orders for 120 hoods or more.

DRY-R-X VENT KITS FOR EVERY NEED

Flexible Kits include 3 or 4-inch DRY-R-X Exhaust Hood with Automatic Damper . . . 6 or 9-foot lengths of pearl-gray Flexible Duct 3 or 4 inches in diameter.

Rigid Kits include 3 or 4-inch DRY-R-X Exhaust Hood with Automatic Damper . . . 2 adjustable aluminum elbows, and 6 or 8 feet of Aluminum pipe in 2-foot lengths.

Write direct for information on displays, free literature and price sheets.



DRY-R-X CO.
6632 WEST SHORE DRIVE
MINNEAPOLIS 24, MINNESOTA

MANUFACTURERS

Quality Pays at Motorola

You can save only pennies in manufacturing but dollars in warranty costs, Motorola decides, as it markets a TV line with a "remarkable" service record

Design changes, and the addition of a patented device, the "Tube Sentry," have given Motorola's 1958 TV line the best sales pitch the firm ever had, according to Motorola management. Admittedly, this is a real switch from last year's experience, and they're proud of it.

In explaining this year's advances, Chuck Lloyd, Motorola national TV sales manager, says the story started some five years ago, when Motorola was making sets at low prices. The sets had a "remarkable" service record, but were not up to competition in picture quality and brightness. With a switch to a higher quality picture, reliability went way down, though not, Motorola says, beyond the industry average.

Despite anguished efforts at quality control, which at one time three model years ago saw Motorola returning entire shipments of components to their suppliers, their trouble continued, hitting particularly hard at the hard core of exclusive Motorola dealers, who were used to "selling a Motorola and forgetting about it." Motorola had switched to higher voltage for better pictures and was paying for it.

For 1958, the situation in Motorola's eyes was "make good or make room," and they were not about to make room. Intensive study had revealed some interesting facts: low-end sets, which were "series" chassis, were far more reliable than the high end, made with "parallel" chassis. The series sets used 600-mil tubes, which are sturdier and cheaper than those in the high-end sets. Transformer failures were also contributing to high-end set problems, as were certain key tubes in general use throughout the industry. Motorola set up for 1958 by designing the sturdier 600-mil tubes into their high-end sets, going around the transformer problem as much as possible with "dry rectification," and by spending more money for key tubes.

On top of these improvements, Motorola's engineers came up with the Tube Sentry, a device which allows only filament voltage to get through when the set is first turned on, keeping the real power out



HIS FAVORITE GADGET is Motorola's Tube Sentry, says Chuck Lloyd, national TV sales manager. The "MD" on his lapel button means "Million Dollars," and that's what Motorola is spending to promote the Tube Sentry.

until the tubes are warmed up and ready. This eliminates a surge of power at turn-on which can be as high as 17 to 18 times the shock of normal operation, according to Motorola engineers.

Results of this program allow Motorola to give all sets in their line 20,000 volt power supply, even leader models, and still get a five-fold reduction in service costs. Of extra money spent on the sets in manufacturing, Motorola figures it gets 80 percent back in reduced warranty costs, and has a better product to boot.

Once the 1958 line was developed, it all looked pretty rosy to Motorola, but they took no chances. Last spring, they shipped 15,000 "Bob Feller Specials" to dealers all over the country, six to a dealer. It was a direct shipment, and every one of the sets was a 1958 chassis. Records kept on that shipment showed "about 100" provided any sort of complaint to distributors, and most of those could be attributed to shipping damage.

One immediate result of that experience was the design of a million-dollar newspaper ad campaign on the Tube Sentry that has developed enough impact to have Motorola field men asking for the Tube Sentry throughout next year's line. Another result was the firm conviction at Motorola that "This industry is so competitive that you can save only pennies in manufacturing; it's in warranty operations that you can save dollars."

11th ANNUAL AHLMA CONFERENCE:

A Scientific Approach to Laundry

(Complete details on following page)



ADELAIDE FELLOWS, home economics director of Philco Corp., left, answers the questions of Copper's Farmer editor Julia Kiene. This year's conference was filled with questions about fabrics, equipment, and soaps.



THE FEMALE VIEWPOINT is shared by, left to right, Maxine Livingston, Parents magazine; Virginia Van Nostrand, economist for RCA-Whirlpool; and Mildred Clark and Marjorie Chandler, economists for Oklahoma utilities.



GEORGE P. LAMB, legal counsel for the Association, talks over some points with Easy's Homer Reeve.



LOOKING OVER UNITS are Arleen Arnold, director of the Kelvinator Institute, left, and Irene Muntz of Rochester Gas & Electric Co., right.

STUDYING PROGRAM during luncheon break in proceedings are, left to right, Camille Beauchamp of Westinghouse, Betty Parker of Georgia Power, and Helen Kendall, of Easy.



FRIGIDAIRE GET-TOGETHER includes, left to right, Mary E. Huck, the company's director of home economics, home laundry division manager E. J. Hawkes, and Kudner Agency account executive W. A. MacDonough.

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Science of Laundry

The 11th annual conference of the American Home Laundry Mfrs. Assn. studies the burgeoning problem of wash-and-wearability

Doing the family wash has graduated in the last few years to a highly scientific procedure, it was agreed at the American Home Laundry Manufacturers' Association's eleventh Conference, held recently in Washington, as the textile, garment-making, detergent and home laundry industries become more closely associated in the common problem of providing consumers with quality wash-and-wear merchandise and the equipment with which to maintain its wash-and-wearability.

Developed around the theme "Wash-and-Wear Fact or Fantasy!" the program was divided into three major parts: (1) A study of recent developments in textiles (natural fibers, man-made fibers, blends, weaves, chemical finishes and colors) in relation to their launderability in the average family wash load today; (2) a look at the latest mechanical improvements in automatic washers, driers and ironers, especially designed to handle these new fabrics; and (3) a study of the chemistry of home laundering (water, detergents, bleaches, bluing, whiteners, starches and finishes).

Although it was generally agreed that at present the term wash-and-wear is a misnomer, since practically all garments presently so tagged still require some light ironing or pressing to make them wearable, the general consensus is that far from being just a merchandising gimmick, wash-and-wear garments are with us to stay.

"Already 75 percent of the families in the U. S. own wash-and-wear garments, such as men's slacks, shirts, jackets and men's summer suits," stated Dr. D. F. Holmes, Textile Fiber Dept., Du Pont Co., in his talk on man-made fibers. He further predicted that in 1958 one out of every four men's suits purchased will be summer wash-and-wear.

A tremendous amount of research is now being done in the textile and garment-making industries to improve the quality of this merchandise (especially men's wear) and a great deal of education, it was pointed out, is needed to inform consumers on what to look for in labelling, etc., when buying garments intended for fre-

quent refurbishing in automatic washers and driers.

A panel outlining basic principles of today's washers, driers and ironers, under the chairmanship of Lou Snyder, Whirlpool, illustrated how the home laundry industry is working with leading textile and detergent makers to develop mechanical improvements to solve some present problems.

Latest washers, for instance, include such features as water temperature controls to provide hot, warm, cool and cold water for both wash and rinse cycles; detergent dispensers; water conditioner injectors for rinse water; separate cycles for the sheepest, most delicate fabrics to the heaviest work loads; pre-wash soak cycles; lighted, pushbutton controls; fabric selec-

tor keys; suds savers; water meters; infinite water level controls; and clock timers that can be preset.

Assuring the assemblage that "the automatic drier is ready for wash-and-wear" Dave McDermid, Hamilton Manufacturing Co., further stated, "The cardinal sin in automatic drying is overdrying, this causes puckering, crackling, permanent creases, etc." To overcome this, current driers feature time and temperature controls that can be set for any period of time required from 10-to-30 minutes or an hour; fabric protector dials with heat settings calibrated according to type of fabric including wash-and-wear; many are also calibrated warm, low, high, and fluff-and-tumble for drying with no heat; some thermostatically controlled timers have settings for light, normal, or heavy loads, plug automatic shut-off when load is dry. Other features to be found include refreshers to add scent; no-heat settings for plastic or rubber fabrics; wrinkle remover tumble action at room temperature in the final 5 minutes; and racks for "heat and air only."

Manufacturer Shipment Statistics

ESTIMATED INDUSTRY SHIPMENTS OF MAJOR ELECTRICAL APPLIANCES, RADIO AND TELEVISION

		1957 (Units)	1956 (Units)	% Change
DISHWASHERS	Sept.	36,700	34,800	+ 5.5
	9 Mos.	292,100	315,300	- 7.4
DRYERS, Electric	Sept.	113,169		
	9 Mos.	564,521		
Gas	Sept.	51,299		
	9 Mos.	250,570		
Total Dryers	Sept.	164,468	183,668	-10.5
	9 Mos.	815,091	993,335	-17.9
FOOD WASTE DISPOSERS	Sept.	53,500	57,400	- 6.8
	9 Mos.	397,100	466,500	-14.9
FREEZERS	Sept.	79,000	79,100	- .1
	9 Mos.	745,300	796,000	- 6.4
IRONERS	Sept.	4,203	5,748	-26.9
	9 Mos.	30,495	41,045	-25.7
TELEVISION (Production)	Sept.	832,631	894,211	- 6.9
	9 Mos.	4,589,164	5,259,271	-12.7
RADIOS, Home-Portable-Clock (Production)	Sept.	1,164,329	969,399	+20.1
	9 Mos.	6,537,009	6,475,803	+ .9
RADIOS, Automobile (Production)	Sept.	446,419	349,790	+27.6
	9 Mos.	3,839,345	3,060,093	+25.5
RANGES, Standard	Sept.	84,500	89,300	- 5.4
	9 Mos.	700,200	935,300	-25.1
RANGES, Built-In	Sept.	40,300	40,000	+ .8
	9 Mos.	313,800	296,800	+ 5.7
REFRIGERATORS	Sept.	265,200	277,300	- 4.4
	9 Mos.	2,627,500	3,018,800	-13.0
VACUUM CLEANERS	Sept.	302,869	320,278	- 5.4
	9 Mos.	2,372,893	2,768,466	-14.3
WASHER-DRYER Combinations	Sept.	19,749	9,056	+118.1
	9 Mos.	132,557	67,964	+95.0
WASHERS, Automatic & Semi.	Sept.	293,795	289,345	+ 1.5
	9 Mos.	2,083,933	2,400,927	-13.2
WASHERS, Wringer & Spinner.	Sept.	90,504	104,230	-13.2
	9 Mos.	668,909	872,651	-23.3
WATER HEATERS, Storage	Sept.	69,800	75,400	- 7.4
	9 Mos.	587,000	692,700	-15.3

SOURCES: NEMA, AHLMA, VCMA, EIA (formerly RETMA)



ACCEPTING AN AWARD from W. C. Conley, right, Gibson's vice president in charge of sales, is Sheldon Geist, left. Geist is representing J. N. Ceazan Co., Los Angeles, San Diego, and Phoenix distributor for Gibson. The company is the top Gibson distributor, heading the list of the company's "Top Twenty."

"We've Never Felt Better"

Gibson takes a look at a 20 percent increase in orders after its New Orleans convention, decides that 1958 won't be so bad after all

Twenty percent more orders than in 1956 representing the highest level of advance sales in the company's 80-year history gave Gibson Refrigerator Co. something to cheer about at the end of its "International Sales Mardi Gras" in New Orleans recently. A record attendance of more than 550 distributors and customers ordered so briskly that the company foresees a sharp rebound in appliance sales for 1958.

Gibson, a division of Hupp Corp., unveiled a completely-retooled 1958 Gibson "Trimline." Included were refrigerators, freezers, ranges, air conditioners, and heat pumps. New was a home dehumidifier "to meet rapidly growing market demand" (Gibson expects the industry to sell one-half million dehumidifiers in 1958). Missing was a portable air conditioner. The company has "tested and rejected several possible models" and is awaiting "further studies of design and efficiency."

Seen rapidly increasing in sales, in addition to dehumidifiers, are packaged central air conditioners and heat pumps. "Gibson wrote more advance orders for these products at this week's convention than during the entire previous year," according to W. C. Conley, vice president in charge of sales.

Speaking of 1958 prospects, S. E. Sweet, executive vice president, noted that "we haven't ever felt better about the coming year than

we do now. Firm orders received topped even the most optimistic advance estimates of our district sales managers."

Sweet admitted that selling won't be easy, however. "We expect extremely vigorous competition for the consumer's dollar, and we're going all-out to increase our share of the appliance market," he said.

Sweet predicted "a return to market of consumers paying off installment purchases of the past three years" and the end of "no-profit appliance prices" ("the industry isn't going to manufacture warehouses full of merchandise that won't sell at a profit").

Enthusiastic Gibson distributors and representatives came to the convention from as far as Pakistan and Lebanon.

Florence Stove Buys Roper Ranges, Dryers

Florence Stove Co. has purchased the gas range and dryer business of Geo. D. Roper Corp. Florence has also bought the Geo. D. Roper Corp. of Delaware, the sales subsidiary of Roper. Although the actual transfer was made on October 31, manufacture of the Roper products will continue at Roper's Rockford, Ill., plant for the time being.

L. R. Jensen, formerly vice president in charge of Roper's appliance



SUPREME RULER of Gibson convention is William F. Magara of Minneapolis. Magara, a salesman for W. R. Beamish Co., was selected from a top sales group of 40 Gibson "Men of the Month." He is shown with the convention's "Miss Gibson." Among his prizes will be an all-expense-paid trip on Gibson's "Havana Holiday" next year.

division, has joined Florence in charge of all manufacturing operations. E. C. Sorby, N. C. Kreuter, and W. J. Foster will be vice presidents of Geo. D. Roper Corp. of Delaware in sales capacities similar to their present responsibilities.

NARDA Names Twelve To Supplement Board

The National Appliance & Radio-TV Dealers Assn. has named 12 regional chairmen to supplement its board of directors at the local level.

These chairmen will act as liaison between members in their area and NARDA headquarters. They will present local problems to NARDA HQ along with recommendations as to how they might be alleviated. They will also recommend area dealers who are needed to give NARDA additional strength.

Exurbia Cited As Pump Market

The silver anniversary meeting of the National Assn., Domestic and Farm Pump Mfr., recently heard a new five-year plan to increase the sale of electric water systems to the non-farm suburban, commercial and farm markets.

John Hosford, executive vice president of the association, pointed out that the non-farm suburban or exurban market should be the industry's prime target. "... The exurbanite, the architect, the builder, the well-drilling contractor, and the plumbing contractor, in addition to the mortgage financing agency, must be educated to the proper selection and sizing of the equipment so that the individual water supply is truly comparable to city water service," the executive vice president said.

COLOR TV

The network schedules of color television for the month of December include the following programs:

WEEKDAYS, 1:30-2:30 EST, NBC—The Howard Miller Show; 3-4 EST, NBC—NBC Matinee Theater (except December 16, 23, 24, 30).

MONDAYS, 7:30-8 EST, NBC—The Price Is Right.

TUESDAYS, 8-9 EST, NBC—The Fisher-Gobel Show; 9:30-10 EST, CBS—Red Skelton Show (except December 3).

WEDNESDAYS, 9-10 EST, NBC—Kraft Television Theater.

THURSDAYS, 7:30-8 EST, NBC—Tic Tac Dough; 10-10:30 EST, NBC—The Lux Show.

SATURDAYS, 8-9 EST, NBC—The Perry Como Show; 10:30-11 EST, NBC—Your Hit Parade.

SUNDAYS, 6:30-7 EST, NBC—My Friend Flicka (except December 15); 8-9 EST, NBC—The Steve Allen Show; 9-10 EST, NBC—The Chevy Show.

DEC. 8, 2-4 EST, NBC—NBC Opera, "Dialogues of the Carmelites."

DEC. 15, 5:30-6:30 EST, NBC—Telephone Time, "Our Mr. Sun"; 6:30-8 EST, NBC—Hallmark Hall of Fame, "Twelfth Night."

DEC. 20, 7:30-9 EST, CBS—Du Pont Show.

DEC. 23, 10-11 EST, CBS—High Adventure; 10-11 EST, NBC—Amahl and the Night Visitors.

WHEREVER YOU LOOKED on the third and fourth floors of the National Hardware Show you found power mowers. To the right and left of these two visitors are models by Choremaster division of Weber Engineered Products.



Power Mowers Steal the Show

The National Hardware Show in October occupied all four floors of New York's big Coliseum but eighty-odd power mower exhibitors dominated two of those four floors



MERCHANDISE ITSELF provided a seat for Don Hartmann of Detroit Harvester, here answering a query posed by Bill Wehner, standing.



MORE CONVENTIONAL seating arrangement finds Atlas Aire's W. I. Surman, right, answering question from Craig Reid, White Stores, Wichita Falls, Texas.

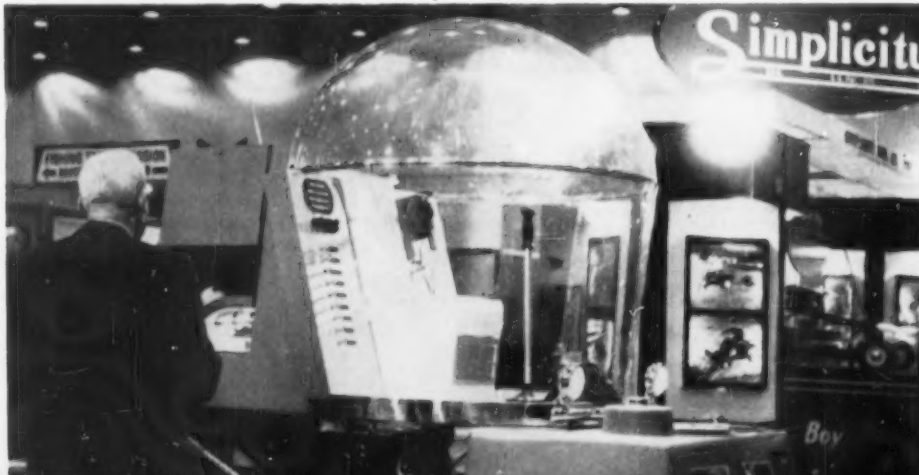


TRYING OUT a Jacobsen unit is L. Bedrosian of Mohegan Lake, N. Y. Ready with sales story is vice-president C. A. Livesey.

ANSWERING BUYERS' QUESTIONS about Lawn-Boy units is Robert Schuler, center, sales manager for Lawn-Boy division of Outboard Marine Corp.



CONVERSATION PIECE among mower exhibitors was this air-conditioned, domed unit which mows, sows, weeds, seeds and plows snow—all in air conditioned comfort. Manufacturer in this instance is the Simplicity Mfg. Company.





HARD-HITTING Lee Di Angelo, manager of Hotpoint's Customline Builder department, points out that Customline cooking equipment for 1958 offers easier installation.

"Happy Hotpoint"

... is the name of a character symbolic of her company; 400 Hotpoint distributors appear that way with the presentation of the new line

Close to 400 distributor principals and key accounts meet in Chicago recently to see Hotpoint's 1958 line.

Led by a little girl in red tights called "Happy Hotpoint," a cast of eight professionals and twelve Hotpoint executives presented "Look for that Hotpoint Difference," a four-hour musical, as the key feature of the annual distributor meeting. Real star of the show was, of course, a big, wide assortment of new merchandise.

Judging by immediate audience reaction—to the merchandise, not the ladies in the show—ranges, dishwashers, and air conditioners looked hottest to the distributors. At any rate, these were the products that drew the most middle-of-the-act applause.

Among the products that brought whistles and cheers were five "special" TV models, including a low-boy in two finishes; Hotpoint's completely redesigned high-end dishwasher, which gives them a three-deep line; a new air conditioner line made by York, which includes a one-h. p. portable, installable in five minutes, and a 115-volt, 12-amp 1½-h. p. window unit; a new range line with emphasis on the high end, and plenty of margin-building optional features. Hotpoint's refrigerator line for 1958 is not "square." Called "clean-line styling," the new motif maintains a close family resemblance to 1957 merchandise, though it is squarer.

Calling for a new deal, HASCO's

new boss, John McDaniel, explained that "this hassle doesn't make sense. Someone must lead, and we're going to start." He went on to enumerate a five-point Hotpoint "creed":

- 1) Take steps to increase dealer profits.
- 2) More product planning and manufacturing care.
- 3) Selective franchising of dealers.
- 4) Improved service facilities for Hotpoint products.
- 5) Aggressive national advertising campaigns with which they hope to put Hotpoint in the public eye.



HAPPILY APPLAUDING as the houselights go up is Hotpoint president J. C. Sharp, looking satisfied with "that Hotpoint difference."

Brown Retires



RALPH J. BROWN, manager of marketing for the General Electric Supply Co. division, retired last month after almost 42 years with G-E. In 1929, he was named manager of radio sales at Bridgeport and later served as manager of appliance sales and then as vice-president of the corporation. When G-E Supply became a division of G-E in 1955, Brown became manager of marketing.

Brandt Retires, Ends 40 Appliance Years

Arthur A. Brandt, a top marketing figure with General Electric Co., recently announced his retirement. Brandt had been with G-E since 1937, first as advertising manager for the Radio division, then as that division's manager of merchandising service. He held various sales manager positions with the company from 1940 until this year.

Previous to his experience with G-E Brandt had been in sales positions with the Victor Talking Machine Co., various Baltimore and Washington distributors, and the Washington branch of the Kelvinator Co. He began his career in 1918.

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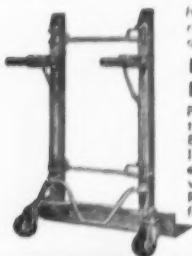
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NEW FACES IN NEW POSITIONS



LEONARD M. CALL

Airtemp Div., Chrysler Corp.—Leonard M. Call has been named merchandising manager of the division. Call was formerly advertising manager for General Electric's air conditioning division.



FREDERICK V. LACOCK

Stiglitz Corp., Inc.—Frederick V. Lacock has been named vice-president in charge of sales.

Amana Refrigeration, Inc.—J. A. Fahey has been appointed sales manager for the Cleveland region.

Gibson Refrigerator Co.—Louis W. Hamper, Jr., has been appointed assistant to the vice-president in charge of Gibson sales.

Copeland Refrigeration Corp.—John Young has been appointed district sales representative for Kansas, Missouri and southern Illinois, and Donald R. Macklem to a like post for Nebraska, Iowa, northern Illinois and southern Wisconsin.

Emerson Electric Mfg. Co.—Richard B. Loynd has been named merchandise sales manager.

Fedders-Quigan Corp.—Claude C. Kirk has joined the corporation as district sales manager for Alabama, Tennessee, and the northwest portion of Florida.

E. Ingraham Co.—Rex Partington has been appointed national sales manager of major accounts.

Youngstown Kitchens Div., American Standard—William Giebel has been named regional manager for the division in the San Francisco area.

Norge Div., Borg-Warner Corp.—Gilbert Desrochers has been appointed home laundry district manager for New England. Victor B. Stepka assumes a like title for the southwestern district.

Waste King Corp.—Kenneth B. Miller has been named assistant advertising manager



ROBERT E. CASSATT

York Corporation—Robert E. Cassatt has been named general sales manager of packaged products.

Mastercrafters Clock & Radio Co.—Stanley Greenfield has been named eastern sales representative.



CHARLES ATTIG

Alliance Mfg. Co., Inc.—Charles Attig has been appointed sales manager of the Sessions Clock division.

Hoffman Electronics Corp.—Tom E. Mumford has been appointed to the new position of sales manager for hi-fi and radio.

OBITUARIES—W. C. Coleman Dies at 87

W. C. Coleman died last month at the age of 87. He was founder and chairman of The Coleman Co.

Coleman was a pioneer in the appliance business. While studying law at Kansas University, he first saw the gasoline lamp that was to launch his career. Handicapped by weak eyesight, the lamp's brilliant white light so fascinated him that he began to sell a line of lamps.

He borrowed \$1000 from his brother-in-law and entered the lamp rental business in Kingfisher, Okla., in 1900. His pressure-type gasoline lamps outshone both the wick-type kerosene lamps and the electric lights of that era.

With the spread of electricity, Coleman saw the original markets for his lamps dwindle, but he persevered and developed new markets throughout the world. His lights



W. C. COLEMAN

continue to be used where electricity is not available.

At the time of his death on November 2, the company had established distribution throughout the world and had factories in the U.S.,

Canada, and Holland.

As the company grew, so did its line of products. Included among its products before World War I were gasoline street lights, home lighting systems, self-heating gasoline irons and hotplates, and a folding stove for campers.

Coleman began to manufacture oil-fired room heaters and gas-fired floor furnaces in 1934. The company became the largest maker of oil and gas space heating units.

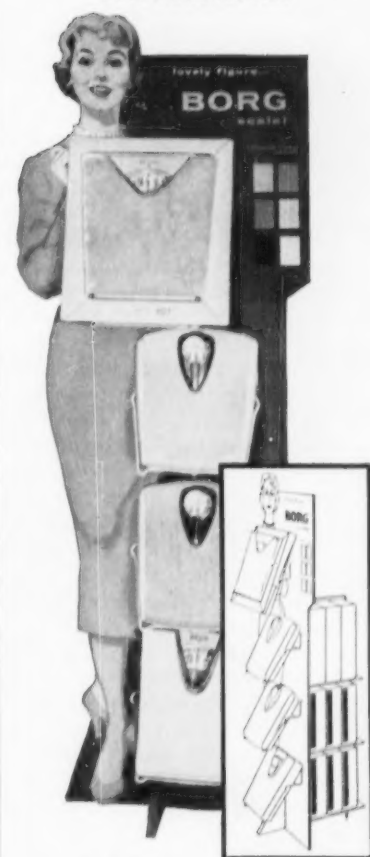
At the age of 63, Coleman called on 1200 Coleman dealers. He continued this practice until he was 85. Coleman was succeeded in 1951 by his eldest son, Sheldon, as president of the firm. He was once mayor of Wichita and was called the city's First Citizen. In 1943, the National Assn. of Mfrs. termed him "a modern pioneer of America."

"I sell
scales in
the ads and
in your store!"



TERRIFIC New Scale Display

... Featuring "Miss Borg"
who appears in
Fall National Ads



yours
with new deal by

BORG

The BIG name in bath scales

At your wholesaler now

editorial

LAURENCE WRAY Editor



Challenge to Utilities

AS the year 1957 draws, happily, to a close, there would be few responsible elements of the appliance-radio-television industries who would not be willing to admit that it culminated a period of increasing chaos, confusion and plain sickness. Sales of most major appliances declined drastically; manufacturers, caught in a cost-price squeeze, saw their profits dwindle; distributors, pushed to the marginal wall, feverishly sought non-electric lines to bolster their business existence. And dealers—the very backbone of the industry's distribution structure—were finding it increasingly difficult to operate profitably. Not a very pretty picture for a once proud, growing and vigorous industry. And all of this, it should be noted, against a back-drop not of depression, but of comparative boom.

But there is one extremely important segment of the industry that, to all appearances, remains undisturbed, or perhaps indifferent, to the massive upheaval the rest of the industry is undergoing. They dominate the local levels of the industry in thousands of communities throughout the country; they enjoy a privileged immunity to loss; and at one time they even spearheaded the sale and public acceptance of many of our familiar appliances. Yet today, at one of the most crucial periods of the industry's history, when the very framework of the distribution system is being threatened, they remain—with a few notable exceptions—curiously aloof to the troubles of their partners and brethren in the business. They seem to operate in an aura of complacency, much as the government did in its unhurried approach to the missiles program. We refer, of course, to the electrical utility industry.

True, they have seen their average annual kw.-hr. sales per residential customer gain from 2,004 kw.-hr. in 1950 to 3,076 kw.-hr. by the middle of 1957; but the rate of gain in '50 was 9.5 percent, whereas in '57 it was only 6.1 percent. And the gain itself came from the sale of load-building appliances by dealers. True, they have done a remarkable job in building new generating and distribution facilities; but the expansion was forced by the growth in the number of customers served, family formations and a high level of new home building. True, they have extended their service to most of the rural and farm homes of the country; but with a big assist from the REA. True, through the Edison Electric Institute, they

have cooperated in recent programs of coordinated appliance promotions with manufacturers. They also have assumed a major role in promoting the "Live Better—Electrically" and the "Housepower" industry programs; but the former was the brain-child of an electrical manufacturing company and was largely financed by them. We submit that these efforts, on behalf of building their own residential load—the biggest they have—are picayune. They are paying lip-service to the dynamic potentials of their own business.

MEANWHILE—because marketing, like Nature, abhors a vacuum—what has the gas competition been doing (assuming, of course, that competition exists, which it does not in many areas)? It's been doing all right, thank you. Two principal manufacturers of electrical appliances are seriously considering making gas appliances; two other principal manufacturers in our field are actively pushing gas appliances. Natural gas revenues are up 111 percent in five years, promotional expenditures up 97 percent in the same period and 1.3 million space heating customers added in the 1956-'57 heating season alone. LP (bottled gas) users increased 300 percent in six years and LP volume in 1957 was seven times that of 1945.

Being electrically-minded, we would like to remind the electrical industry that the gas people spent over \$5 million dollars nationally this year to promote gas as a fuel. The boys who run the American Gas Association (AGA) the Gas Appliance Manufacturers Association (GAMA) and the Liquid Petroleum Gas Association (LPGA) authorized the organization of a "Gas Unity Committee" to attain greater unity between the various segments of the industry at the local level. In addition, they have a Gas Industry Development Program (GID) for improving gas appliance merchandising, promotion of replacement sales, financing assistance for gas appliance dealers and review of policies to expand gas service areas. They are on the ball. And gas utilities are happy to pay for these programs. They help subsidize TV shows, exhibits, tie-ins with steel, aluminum and other suppliers, testing labs, film libraries and even Washington reps to work with FHA—VA and others.

The proof of the pudding is in the dollars they donate to their national associations—AGA for gas, EEI for electricity. Look at

four typical case histories, based on cost per customer for promotion:

Utility A, with 62 per cent electric customers, spent 29.0 cents per gas customer, only 6.8 cents per electric customer. Utility B, with 83 percent electric customers, spent 7.9 percent on gas and 5.2 percent on electric; Utility C, about evenly divided on gas and electric service (56 to 44 percent), spent 30.0 cents per gas customer and only 3.8 cents per electric; Utility D is a dilly—with 77 percent of their customers being electric and only 23 percent gas—they spent 32.0 cents per customer for gas promotion and a measly 6.4 cents for electric. Those are revealing figures. They say plainly that combination utilities, with a far greater stake in the electric vs. the gas industry, are spending far more dollars to promote gas.

BUT let's get back to the retailer. He is not going to fight your competitive fuel battles—at these prices. Of course, a discount house doesn't give a damn whether a customer wants a gas or electric range, dryer or water heater. They've got both. But what are you doing to help the legitimate dealer? What are you doing to help bring business to his door in your own locality? He is, in effect, your sales force, the builder of your residential load. And it's going to be mighty costly to build the projected loads of the future without him.

A prominent manufacturer, speaking to a utility group recently, said of the appliance dealer: "Today he's making a pittance in gross or in actual dollars, on every major appliance he puts on your lines. But when that appliance goes on your lines, it becomes a year-after-year source of real gross income to you—gross income that amounts to many hundreds of dollars during that appliance's lifetime. I ask you in all fairness—compare what you get from that appliance with what the dealer gets today, and I think you'll see why mutual effort is not too much to ask."

And so we are not alone in our thinking. Perhaps, much we have said may be over-critical. Lord knows, many utility men of our acquaintance have given long and sober thought to the future of their industry. We would like to think, rather, that we can appeal to you to use the collective resources of your industry, in men and money and imagination, to insure your own as well as the industry's growth. . . . Bring dynamic leadership back to this business!



Ever try slamming the door on a sale? It's a fine way to sell clothes dryers (*or, at least, one famous brand of clothes dryers!*). We're talking about *our* dryer—a basically better product, with differences that show up in dozens of little (*little?*) ways. Slam the door of a Hamilton and you get a solid selling sound. That sound can't be spelled, but it can be described. It sounds just like 19 years of unmatched dryer-building experience—and that's exactly what it is. It can be heard, too. By you *and* your customers. Try it with the nearest dryer on your sales floor—slam the door, hard. Does it have that nice, saleable Hamilton sound? Or does it sound like you'd better call your Hamilton Distributor before the hollow echo dies away?

Hamilton

STRONGEST EXCLUSIVE LAUNDRY LINE GOING!

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN



Mr. Henry Landry, Manager of Griffin's, Kelvinator Dealer in Glens Falls, New York.

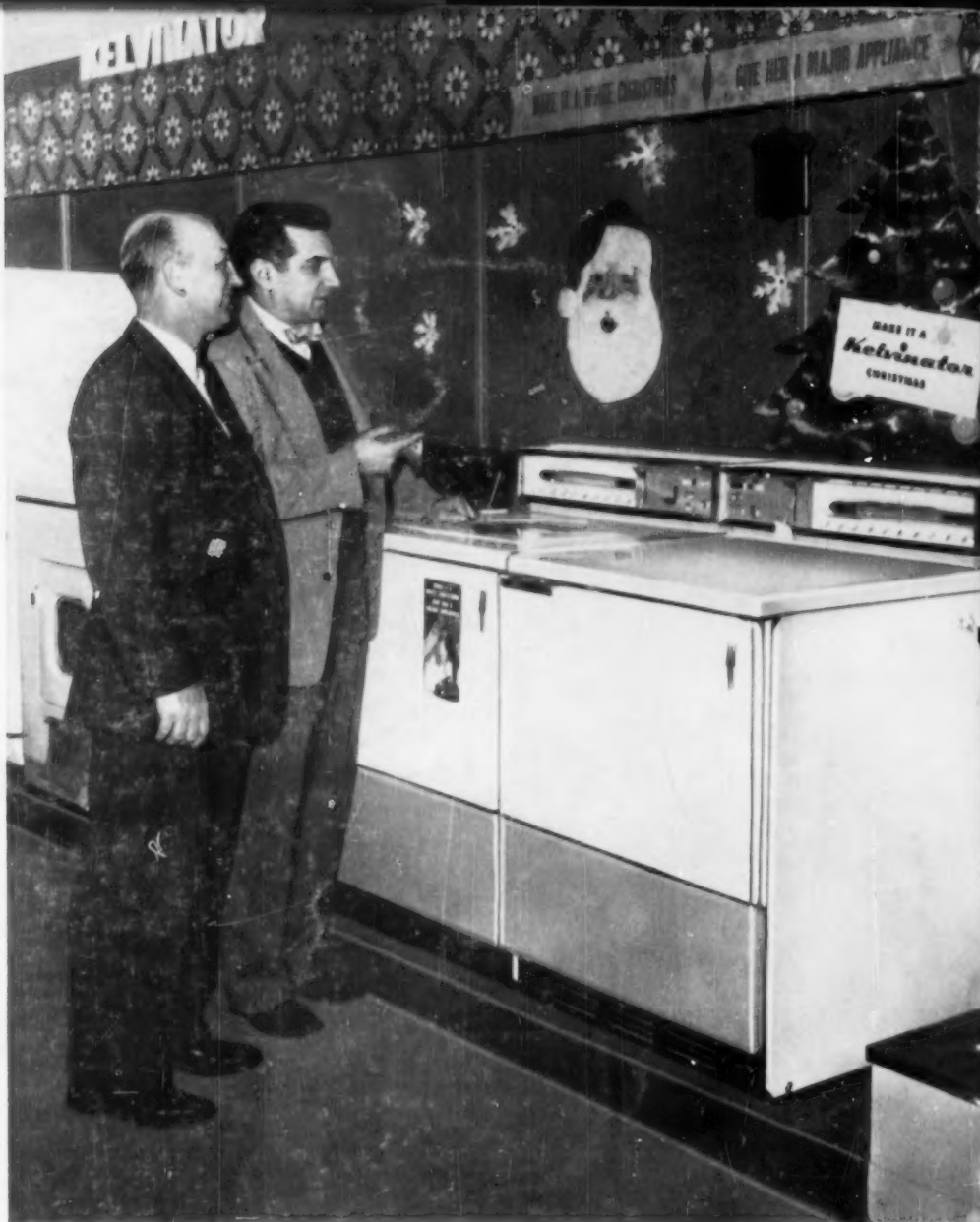
Ask Henry Landry, He'll Tell You:

"My Kelvinator Dryer sales are running 32% ahead of last year!"

"Kelvinator's drying speed, triple safety and new styling are top demonstrating features that mean something to women."

Super-Speed Drying of New Kelvinator

Electric Dryers (dries clothes as fast as you can wash them) makes a strong selling feature. "The big convincer," Mr. Landry calls it. What's more, you get Kelvinator's wrinkle-free and fluffy-soft drying features to sell, too!



"Kelvinator promotion plans and materials are a big help in my business," says Mr. Landry. Clyde Heyl of Albany Garage, Inc., Kelvinator distributor helped in setting up the above display tying in with the big nationwide Christ-

mas appliance promotion . . . Operation Snowflake. The picture shows them admiring their handiwork while discussing how Dealer Landry will push Kelvinator Dryers during the Christmas Gift Season.

Triple Safety Story,

here demonstrated by Bob Kelley, a Griffin salesman, impresses shoppers for several reasons. They appreciate on sight how Kelvinator's glass-smooth cylinder keeps clothes safe from fraying. They want drying temperatures safe for all fabrics. And with a two-second demonstration they see how important to their own safety it is to have the cylinder stop when the door is opened . . . and how easy it is to add or take out clothes.



ONLY WHAT'S BEST FOR OUR DEALERS IS GOOD FOR

Kelvinator

Division of American Motors Corp., Detroit 32, Mich.

American Motors Means



More for Americans



Live Better Electrically